

## Telephone Operator Service Communication (Front Office) with Major Departments Regarding Guest Requests at Gumaya Tower Hotel Semarang

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***Abstract.** This final project aims to explain about Telephone Operator Service Communication (Front Office) with Major Departments Regarding Guest Requests at Gumaya Tower Hotel Semarang. Communication that is not going well, such as the absence of confirmation from between major departments, can make service less than optimal, causing guest complaints to occur. The data collection method used in this research is descriptive qualitative using observation data collection techniques, literature study and documentation in order to obtain accurate data regarding efforts to improve service to hotel guests. The research results that can be obtained from this study are that communication between major departments is very important in improving service to hotel guests. Telephone Operators also have a very important role in handling guest requests so that when guests need assistance and have requests telephone operators can help as much as possible so that guests feel satisfied. However, if the communication between the telephone operator and the relevant major departments does not go well, this can cause guest complaints. Good communication between the Telephone Operator (Front Office) and the major departments at Gumaya Tower Hotel Semarang can create good service and image for the hotel and can increase guest satisfaction.*

**Keywords:** Communication, Service, Telephone Operator, Major Departments, Guest Requests.

**Abstrak.** Tugas akhir ini bertujuan untuk menjelaskan tentang Komunikasi Layanan Operator Telepon (Front Office) dengan Departemen Utama Mengenai Permintaan Tamu di Gumaya Tower Hotel Semarang. Komunikasi yang tidak berjalan dengan baik seperti tidak adanya konfirmasi dari antar departemen utama dapat membuat pelayanan kurang maksimal sehingga menyebabkan terjadinya komplain tamu. Metode pengumpulan data yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menggunakan teknik pengumpulan data observasi, studi pustaka dan dokumentasi guna memperoleh data yang akurat mengenai upaya peningkatan pelayanan kepada tamu hotel. Hasil penelitian yang dapat diperoleh dari penelitian ini adalah bahwa komunikasi antar departemen utama sangat penting dalam meningkatkan pelayanan kepada tamu hotel. Operator Telepon juga memiliki peran yang sangat penting dalam menangani permintaan tamu sehingga ketika tamu membutuhkan bantuan dan memiliki permintaan, operator telepon dapat membantu semaksimal mungkin agar tamu merasa puas. Namun, jika komunikasi antara operator telepon dan departemen utama terkait tidak berjalan dengan baik, hal ini dapat menimbulkan keluhan tamu. Komunikasi yang baik antara Operator Telepon (Front Office) dan departemen utama di Gumaya Tower Hotel Semarang dapat menciptakan pelayanan dan citra yang baik bagi hotel dan dapat meningkatkan kepuasan tamu.

**Kata Kunci:** Komunikasi, Pelayanan, Operator Telepon, Departemen Utama, Permintaan Tamu.

## **INTRODUCTION**

The development of the tourism industry is very rapid, especially in the hospitality industry. The hospitality industry is one of the industries that plays a very important role in the development of the economy and the world of tourism in Indonesia. The hospitality industry has a lot of enthusiasts. The more tourists visiting Indonesia, the demand for hotel services is also increasing. Because it has many enthusiasts from various cities and countries, the hospitality industry has quite tight competition. In this fairly tight competition, all companies including hotels definitely want positive reviews from the public and want to convince the public that their company is the best and superior to other companies.

Hotel is a type of accommodation sector that uses the entire building to provide lodging services as well as food and beverages. According to Hurdawaty and Parantika in (Kris, 2019) a hotel is a place that provides many rooms for rent to guests to rest and provides food and beverage services. The hotel business must be supported by complete and adequate facilities in providing its services. The facilities provided by the hotel include lodging, restaurants, lounges, parking lots, telecommunications equipment, and others so that hotels can reap large profits. As is known, the success or failure of a hotel will not be separated from the image and quality of service provided to guests, because this greatly influences the guest's assessment of the hotel. The success of a hotel can also be seen from the number of guests who are satisfied with the services at the hotel.

Business hotels in Indonesia are usually places chosen by several important figures in Indonesia as a means of lodging when they are on duty in various cities. The hotel certainly also has its own advantages so that several important figures in Indonesia choose to stay at the hotel. As a hotel that is frequently visited by several important figures in Indonesia and guests from various cities and countries, the hotel must maintain, improve and maintain its good image and service. In large hotels there are always major departments that will assist hotel operations. Major departments are important departments within a hotel and have a very important role for the daily hotel operations (Source: <https://www.educationaltravelasia.com>, accessed on 25 June 2023). In a hotel there is always communication between major departments to produce maximum service to guests. The communication must run well between major departments so as not to cause confusion in communication. Because there are so many domestic and foreign guests staying at the hotel, there will surely be lots of requests from guests.

Guest requests vary widely, such as asking for additional amenities, bath towels, hand towels, additional pillows and blankets, requests for ordering food through room service and repairing facilities that are having problems in the room. Guests from outside the hotel also have several requests, such as wanting to see what facilities are available at the hotel for holding events, and restaurant reservations at the hotel through the operator's telephone section. When guests from within the hotel have a request, they will definitely ask for help from the reception in the hotel lobby, but if the hotel has high occupancy it becomes less efficient and to overcome this, the hotel has a telephone operator who will assist the reception in handling requests. as well as complaints from hotel guests. When there are guests from within the hotel who are staying or guests from outside the hotel who are not staying at the hotel needing assistance and information by telephone, they will be directly connected to the telephone operator section or guest service center.

Staff in the telephone operator section must also be familiar with all the information available in the hotel and must also always communicate with other major departments such as food and beverage service, housekeeping, engineering, human resource department, sales and marketing department and finance department because if there are guests who need help from other departments, the telephone operator staff can help the guest and if the communication between the telephone operator section and the major departments goes well, then this can reduce the occurrence of complaints from guests. However, in reality, communication between telephone operators and major departments does not always go well. Often, if a guest asks for help or requests something related to other departments and contacts the operator's telephone, there will definitely be a complaint because when the telephone operator's section informs the guest's request to the major departments concerned it is often not immediately handled or processed for reasons The operational department is also busy and there is a lot of work that must be completed first without notifying the telephone operator section if they have work or other problems. Incidents like that are things that cause guests to complain because they feel that their requests are not immediately handled by the major departments concerned. According to Maristy (2020) the telephone operator is the part that has the duties and responsibilities of serving guests via telephone and as an information officer regarding all the products in the hotel. Telephone operators are also known as guest service centers or guest service centers. Telephone operators have almost the same duties as reception, the difference is that reception serves guests face to face, while telephone operators serve guests by telephone and do not directly deal with guests.

When viewed from its role, the telephone operator also has a very important role in handling guest requests because it can help ease reception work and can focus more on handling guest requests so as to minimize the occurrence of guest complaints.

From the background above, the author is interested in discussing the final project entitled "COMMUNICATION OF TELEPHONE OPERATOR SERVICES (FRONT OFFICE) WITH MAJOR DEPARTMENTS ABOUT GUEST REQUESTS IN GUMAYA TOWER HOTEL SEMARANG" It is hoped that detailed information will be obtained in the telephone operator section which can be used as learning material for many parties.

## **LITERATURE REVIEW**

### **1) Communication**

According to Handoko in (Sunarsi, 2018) communication is information that is conveyed through one person to another whose meaning has been transferred into a form of idea. According to Andrew in (Sunarsi, 2018) communication is the process of conveying information to other people with the aim that that person can translate according to what we convey. Dima and Rahayu (2021) say that communication is a way to find out what guests need and ask questions in good, clear and precise language.

Effendy in (Kurniawa, 2018) says that communication is the process of someone conveying information and statements to others. Devito in (Fitria, 2021) says that communication is an act of conveying and receiving messages carried out by one or more people and having the opportunity to respond back. Robbins in (Nardo, 2019) communication is a person's process of conveying information to the recipient of the information and the communication goes in two directions. Based on the above understanding, it can be concluded that communication is an activity of conveying information in a clear and detailed manner to another person with the intent and purpose that that person can interpret the information according to the intended purpose. Following are the purposes and benefits of communication according to Husman in (Julita, 2018):

- a) As a means of improving social relations.
- b) The process of conveying an information.
- c) Process to receive an information.
- d) To convey or answer a question.
- e) Communication can change social conditions, mindsets, and actions.

## **2) Service**

According to Kotler in (Wibowati, 2020) service is the act of offering something intangible to another party to fulfill a request. Meanwhile, according to Tjiptono in (Wibowati, 2020) is an act of serving guests by presenting what products and services are available and conveying them to the guest according to what the guest expects. Munir in (Adjiananda, 2021) says that service is an activity carried out by someone to fulfill the interests of other people.

Gronroos in (Nardo, 2019) service is an invisible action and occurs because of interactions between employees and consumers that aim to fulfill consumer demands. Dewi (2020) says that service is a way to fulfill all the needs and desires that that person needs. Poerwadar Minta in (Komara, 2020) says that service is an act of helping and preparing for the needs of others. Based on this understanding, service is an action taken to fulfill a request from another party. In a company, service is very important because if the company provides excellent service to customers, the company will have a good image and reviews.

## **3) Telephone Operator**

According to the Nusantara Journal (Maristy, 2020) Telephone operators are the part that has the duty and responsibility to serve guests by telephone and as an information officer regarding all products in the hotel. The telephone operator is a part that has a role in all activities within the hotel and emergency measures (Irfal, 2021). According to Noordin (2022) that telephone operators are officers who have responsibility for connecting incoming calls to the intended recipient. The telephone operator is an important part of the front office department in a hotel (Citra et al, 2022)

Meanwhile, according to Hartini in (Irfal, 2021) Telephone Operator is a part of the Front Office which has almost the same duties as a receptionist, namely as a source of information, receiving room reservations by phone and also serving guests by phone. In a hotel, telephone facilities are one of the important things in supporting a business because guests from inside and outside the hotel will communicate with the hotel by telephone. Therefore, communication services in a hotel are carried out by a section known as a telephone operator.

According to Hartini in (Irfal, 2021) usually telephone operators provide communication services as follows:

- a. Answering incoming calls.
- b. Handle outgoing calls.
- c. Provide information services.
- d. Fax sending and receiving services.
- e. Internet access service.

- f. Wake-up call service.
- g. Providing music services in the hotel area.
- h. Providing house call services.
- i. Handle emergency calls.
- j. Handling message calls for guests at the hotel as well as arrangements for the vehicle parking area through loudspeakers.

According to Luntungan (2019) telephone operators must master good procedures and language when making calls, as follows:

- a. Answer incoming phone calls in less than 3 rings.
- b. When talking, give the phone a distance of about 5 centimeters so that the incoming sound is not too loud.
- c. Before starting the conversation say the hotel identity, section and name.
- d. Say hello in a friendly voice.
- e. Get the name of the guest currently on the phone and re-spell the guest's name.
- f. Speak using words that are clear and understandable to the guest.
- g. Speak using good and correct grammar.
- h. Pay attention to the topic of conversation.
- i. Use a smiling voice on the phone.
- j. Don't hold the phone too long.
- k. Record the message conveyed by guests.
- l. Saying the guest's name on the phone after knowing the guest's name.
- m. Say thank you at the end of the call.
- n. Give guests the opportunity to say goodbye and thank you.

According to Bagyono in (Irfal, 2021) the following is the relationship between hotel telephone operators and other departments:

1. Telephone Operator with the Housekeeping Department

The operator's telephone is in charge of recording guest requests and ensuring the request is correct then conveying it to the housekeeping department.

2. Telephone Operator with Room Service

The telephone operator is in charge of recording guest food and beverage orders and ensuring that the order is correct then submitting it to Room Service and Room Service will deliver the food and beverage orders according to the specified time.

3. Telephone Operator with Kitchen and Pastry

The operator's telephone is responsible for recording food and drink orders ordered by guests in detail and asking the kitchen and pastry department whether the menu is still available or not.

4. Telephone Operator with Restaurant and Bar

The operator's telephone is in charge of connecting the guest's telephone to the restaurant section, and the operator's telephone clerk must also know the restaurant's operating hours and what promos are currently taking place.

5. Telephone Operator with Concierge

The operator's telephone is responsible for recording guest requests that require assistance from the Bell Boy.

6. Telephone Operator with Engineering Department

The operator's telephone is responsible for conveying guest complaints regarding damage to guest rooms to be repaired immediately by the Engineering department and then recording them in the logbook.

7. Telephone Operator with Security Department

The operator's telephone is responsible for recording and submitting guest complaints regarding security to the Security department.

8. Telephone Operator with Banquet

The operator's telephone is responsible for connecting the guest's telephone to the banquet section regarding information about the banquet needed by the guest.

9. Telephone Operator with Sales and Marketing Department

The operator's telephone is responsible for connecting the guest's telephone to the sales and marketing department regarding the information needed by the guest, such as the ballroom, meeting rooms and venue.

Telephone operator duties and responsibilities:

Telephone Operator is the section that handles and receives all incoming calls to the hotel and serves all guest conversations and requests via telephone in a polite, friendly and agile manner.

According to Sugiarto in (Milantika, 2018) telephone operators have the following duties and responsibilities:

1. Responsible for incoming and outgoing telephone calls both from within the hotel and from outside the hotel.
2. Help convey information from guests to the department concerned.
3. Receive all phone calls and answer in a polite and friendly tone.

4. If in an emergency, the telephone operator is on duty to call the guest concerned through the loudspeaker.
5. Understand and master what equipment is used in the telephone operator section.
6. Receive a wake-up call request.
7. Know and memorize important numbers in case of an emergency.
8. Know all extensions that are in the hotel.
9. Find out information such as what events are at the hotel, hotel facilities, and what services are available at the hotel.
10. As a music operator in the hotel.

Syifanisena (2020) says that telephone operators have the following duties and responsibilities:

1. Responsible for connecting local, long-distance, and international telephones. Telephone operator staff must understand and master the equipment that will be used to make calls and receive calls.
2. Receive calls from guests, convey messages and information, then connect the telephone to the section concerned. In receiving messages, it is necessary to pay attention to things such as repeating the message conveyed by the guest as a form of attention to the guest, understanding the message conveyed by the guest, recording the message conveyed by the guest and the identity of the guest who conveyed the message.
3. Send lost and found guests submitted by the housekeeping department and the guest.

Noordin (2022) says that the telephone operator has the responsibility to open a telephone line for guests who want to make outgoing calls and convey and connect the guest's telephone to the intended party.

Yohanes (2018) says that telephone operators have the main tasks, namely:

1. Answer incoming telephone calls.
2. Handling outgoing calls.
3. Providing facsimile receiving and sending services.
4. Providing internet access services such as wifi passwords in hotels.
5. Providing wake-up call services for guests who request through the reception and telephone operators.
6. Providing information services to guests.
7. Provide house call services for guests who wish to make calls within the hotel.
8. Responsible for handling emergency calls.
9. Making emergency calls such as moving vehicles in the parking area through loudspeakers.



#### **4) Major Departments**

In a hotel, there must be many departments with different functions and duties. Following are the major departments in the hotel according to Azzahra in <https://www.educationaltravelasia.com>, accessed on 28 April 2023:

##### **1. Front Office Department**

The Front Office is the spearhead of a hotel because it is located at the front and has the duties and responsibilities of serving and dealing with guests directly. The front office in a hotel is also a source of information for guests who are at the hotel and guests who come will get good service.

##### **2. Housekeeping Department**

Housekeeping is a department that works behind the scenes and has a very important role in a hotel. This department has the duty and responsibility of making guests feel comfortable by maintaining cleanliness in the hotel area and also the rooms and completing facilities for guests in the room. Housekeeping does not only maintain the cleanliness of the hotel and rooms, but also the public areas and the back area of the hotel.

##### **3. Food and Beverage Department**

Food and Beverage is one of the departments in the hotel whose job is to provide food and beverage services to guests. This department also has other duties and responsibilities such as ensuring the food and drinks that will be served to guests are of high quality and cleanliness is maintained, providing room service for guests who wish to order food from the room, maintaining the cleanliness of the restaurant area, kitchen and equipment. Eat.

##### **4. Security and Engineering Department**

Security and Engineering is a department within a hotel whose job is to maintain the security of guests and hotel facilities. This department has the same contribution as other departments, namely for the smooth operation of a hotel. The Security Department has the duties and responsibilities of maintaining guest security, managing parking areas and traffic around the hotel, and handling cases of guest belongings that are left behind or lost. While the Engineering Department has the duties and responsibilities in maintaining hotel facilities and repairing objects in the hotel that are problematic or damaged.

## 5. Human Resources Department

Human Resources is the department that manages human resources within the hotel. Human Resources is also responsible for all employees and staff working at the hotel. This department has duties and responsibilities in selecting talented human resources on a regular basis, planning and preparing human resource needs, creating organizational structures, interviewing candidates, conducting employment training, and making work contracts.

## 6. Sales and Marketing Department

Sales and Marketing is an important department in the success of a hotel. This department has the duty to sell and market all products in the hotel. This department also has other duties and responsibilities such as making marketing strategies by researching what is currently trending, preparing materials for hotel promotions, and carrying out hotel promotion activities through social media.

## 7. Finance Department

Finance is one of the departments in the hotel which is important for the hotel business. This department is responsible for recording all financial activities within the hotel. This department also has other duties and responsibilities such as recording and reporting financial transaction data in hotels, keeping books and compiling monthly financial reports, and preparing financial reports at the end of the year.

According to Sulastiyono in (Permana, 2020) the following are the general departments in the hotel:

### 1. Front Office

Is a department that has the duty and responsibility to sell rooms to guests and serve the process of checking in and checking out guests.

### 2. Housekeeping

The department whose job is to provide services to guests is to maintain cleanliness in all areas of the hotel.

### 3. Food and Beverage

Is the department in charge of selling and providing food and drinks to guests and developing these products to attract guests to be interested in buying the food and drinks.

### 4. Marketing and Sales Department

This section functions to market and advertise all products in the hotel.

5. Accounting Department

Is the part that has the duties and responsibilities of recording finances to find out the hotel's income.

6. Human Resource Department

Is the department that manages all human resources in the hotel.

7. Engineering

Is the department in charge of maintaining all hotel facilities and dealing with damaged hotel facilities.

8. Security

Is a department that has duties and responsibilities in maintaining security in the hotel area.

According to Kristianda (2020) in star hotels there are the following departments:

1. Front Office Department

Is a department that is located in the middle of the hotel lobby and is tasked with serving guests directly, carrying out the check-in and check-out process as well as being an information center for guests. Parts in the front office department are reception, reservation, telephone operator, front office cashier, concierge, information section, guest relations officer.

2. Food and Beverage Department

Has the duty to provide services and drinks as well as provide service to guests in the restaurant. The sections within the food and beverage department are food and beverage products and food and beverage services

3. Housekeeping Department

Is a department that has duties and responsibilities in maintaining the cleanliness of the hotel. The sections in the housekeeping department are floor section, public area section, linen section, laundry, gardener, florist section, swimming pool section.

4. Human Resource Department

It is the department that manages all human resources in the hotel and provides training and helps staff to deal with problems

5. Engineering Department

Is the department in charge of maintaining all existing facilities in the hotel and is responsible for repairing damaged hotel facilities.

6. Sales and Marketing Department

Is the department in charge of marketing all the products in the hotel.

#### 7. Accounting Department

Is a department that has the duties and responsibilities of recording all the finances in the hotel.

According to Sulastiyono in (Anggraini, 2020) the following are the departments in the hotel:

##### 1. Front Office Department

Is a department that has the task of serving guests directly with guests, as an information center and serving room reservations.

##### 2. Sales and Marketing Department

Has the duty to market all products in the hotel and sell them to guests.

##### 3. Food and Beverage Department

Is the department that has the duties and responsibilities to serve guests who are in the restaurant and sell food and drinks.

##### 4. Housekeeping Department

Is the department whose job is to serve guests and maintain the cleanliness of all areas outside and inside the hotel.

##### 5. Accounting Department

Responsible for recording all financial activities in the hotel to determine hotel revenue.

##### 6. Human Resource Department

Is the department that has the task of managing the employees in the hotel.

##### 7. Engineering Department

Is the department in charge of maintaining all existing facilities in the hotel and is responsible for repairing damaged hotel facilities.

##### 8. Security Department

Is a department that has duties and responsibilities in maintaining security in the hotel area.

#### 5) Request

According to the Economic Module (Market Balance and Structure, 2020) demand is goods or services that are provided or willing to be requested at a certain time, place and price level.

According to Rosyidi in (<https://www.cnnindonesia.com>, accessed on 8 June 2023) demand is a person's desire to obtain a certain item that is supported by the ability and willingness to obtain the item.

Gilarso in (Safarida, 2021) says that demand is the desire to buy certain goods according to ability and within a certain timeframe. Demand is someone who buys a product at a certain price (Arfin, 2022).

Based on the above understanding, it can be concluded that demand is the process of someone who has the desire to obtain a particular item or product by using the capabilities possessed and using the services that have been provided.

## **RESEARCH METHOD(S)**

In this study, will use qualitative research methods, with a descriptive approach. Descriptive qualitative method is a method by focusing on problems that are based on facts that are carried out by observing, interviewing and studying documents. According to Moleong in (Utama, 2019) data collected using qualitative methods is data in the form of words or pictures and not data in the form of numbers. Research with this qualitative method is based on events that occurred in the field and have been experienced by researchers.

According to Sugiyono in Zulkarnaen and Herlina (2018) said that the descriptive method is a method used with the aim of describing or analyzing a research result without making a broader conclusion. The purpose of research with descriptive qualitative methods is to describe facts and actual events that have been experienced by researchers during the research process.

Based on these definitions, the author uses a qualitative descriptive method to get an overview in the Front Office of Gumaya Tower Hotel regarding the communication of Telephone Operator (Front Office) services with operational departments at guest requests. The following is a research design that will be used by researchers as a guide in writing research.

## **FINDINGS AND DUSCUSSION**

In this section the author participates in the front office department, namely the telephone operator section. The researcher participated in carrying out the duties and obligations in the telephone operator section as a trainee. Researchers observed and studied the communication that occurred between telephone operator sections and major departments at Gumaya Tower Hotel Semarang. The researcher also observes and learns about the communication that occurs between telephone operator sections with in-house guests and outside guests. In-house guests are guests who come to stay at the hotel, while outside guests are guests who come to the hotel to eat at the restaurant and do not stay at the hotel (Mayasari, 2019).

Gumaya Tower Hotel is one of the 5 star hotels in downtown Semarang. Many guests from within and outside the country who visit and stay at the Gumaya Tower Hotel. The more enthusiasts for the hotel, the higher the demand for guests at the hotel. Guest requests generally occur because guests need something and the hotel will help to fulfill everything that is needed by guests.

The relationship between the front office department and major departments is very important, especially in the telephone operator section because the telephone operator has the duties and responsibilities to serve guests, record and fulfill guest requests, as well as being the information center for in-house guests and outside guests. The telephone operator acts as an intermediary between guests and other major departments. The telephone operator will record and submit guest requests to the major departments concerned. The following is the Job Description for Telephone Operator for Gumaya Tower Hotel Semarang (Gumaya Tower Hotel Semarang, 2023) :

- a. Mastering knowledge hotel products.
- b. Have the ability to communicate using good grammar and friendly tone of voice.
- c. Ensuring operational systems in the operator area and all work tools function properly.
- d. Mastering the hotel POS system.
- e. Doing Opening and Closing check list
- f. Handling Incoming and Outgoing calls.
- g. Handle requests for information and reservations.
- h. Create guest request updates on System Press O.
- i. Coordinate with other departments and ensure guest requests through Press O are followed up according to time standards.
- j. Handle Wake Up Call and Incognito requests from Guest Service Agents.
- k. Create and send foreign guest data to Immigration, Alien Reporting Application (APOA).
- l. Make monthly reports for the Guest Service Center and the Central Bureau of Statistics.
- m. Checking the stationary stocks needed for the Front Office team's operations.
- n. Create Store Requisitions, Purchase Requisitions, Work Order forms.
- o. Clean the work area.

The following is the communication that occurs between telephone operators and major departments when dealing with requests for in-house guests at Gumaya Tower Hotel Semarang:

1. Telephone operator with housekeeping department

This department is one of the departments that often gets requests from guests. Guests will contact the telephone operator to request additional items such as amenities, bath towels, hand towels, pillows, blankets, and others. The telephone operator's duty is to record guest requests and ensure that these requests are appropriate. Then the telephone operator conveys the guest's request to the major departments concerned, namely the housekeeping department to immediately send the guest's requested items to the guest room. But what often happens is when the operator's telephone has delivered a message regarding guest requests, the housekeeping department staff does not immediately deliver the items requested by the guest to the room. The guest made another telephone call to the operator's telephone and a complaint occurred because the guest's requested items were not immediately delivered to the room and the guest had been waiting too long.

2. Telephone operator with engineering department

When there is damage to the facilities in the guest room, guests will definitely contact and complain to the telephone operator. The telephone operator will record details of the damaged facilities and damaged parts up to the guest room number and tell the guest that there will be staff coming to the room to repair the damaged facilities and then convey this to the major departments concerned, namely the engineering department. After a few minutes had passed, the guest called the operator's telephone section again and said that no staff had come to his room to repair the damaged facility. After that the telephone operator contacted the engineering staff again to confirm whether the officer had gone up to the guest room or not, and it turned out that the engineering staff could not be contacted. Then the guest calls the telephone operator and complains. After tracing it turned out that the engineering staff was in another location to fix other facilities and had not been to the guest room.

3. Telephone operator with food and beverage department

When a guest calls the operator's telephone and asks to be connected to the restaurant because the guest wants to order room service, the operator's telephone has connected the guest's telephone to the restaurant and it turns out that the call was not answered by the restaurant. After being connected many times, the telephone operator informs guests that the restaurant in question is busy with visitors and has not been able to answer the telephone call.

After a few minutes, the guest called the operator's telephone and asked to be reconnected to the restaurant, but the restaurant still did not answer the call until the guest complained and got angry. In the end, the telephone operator staff reconfirmed whether there were staff on duty at the restaurant cashier or not. It turned out that at the cashier's desk there was a staff on duty but deliberately did not answer the phone call because the restaurant was busy with visitors.

Some of the things above are communications that occur between telephone operators and several major departments when facing requests for in-house guests at Gumaya Tower Hotel Semarang. In addition, the following is the communication that occurs between the telephone operator section and major departments when dealing with requests from outside guests:

1. Telephone operator with human resources department

Telephone operators often receive incoming calls from outside guests for the purpose of wanting to speak with the human resource department to inquire about available job vacancies. When receiving a guest request like that, the operator's telephone will contact the admin in the human resource department with the aim of asking if it is willing if the telephone is connected to a call from an outside guest. Once ready to be connected, the telephone operator will connect the guest call to the admin in the human resource department. Not long after, the guest made another phone call to the operator's telephone section and wanted the call to be reconnected to the human resource department admin. After connecting it turned out that the admin did not answer the phone and there was no news from the admin so that the guest felt confused because the call could not be connected. In cases like this, the telephone operator provides a solution for the guest, such as providing an email address for the admin of the human resource department so that the guest can send messages via email.

2. Telephone operator with sales and marketing department

When an outside guest makes a call on the telephone operator and wants to inquire about the availability of the ballroom and meeting rooms, the telephone operator will connect the call to the salesperson concerned. The salesperson in question will respond quickly so that the guest can communicate directly with the salesperson in question. The communication between the telephone operator and the sales team went well so it was very rare for guests to complain about the sales team.



Some of the examples above are communications that occur between telephone operators and major departments when facing requests from in-house guests and outside guests. Based on the examples above, it can be seen that communication is the most important thing to deal with guest requests. Good communication and service can minimize the occurrence of complaints from guests and from the examples above, communication between telephone operators and several major departments is not going well so that it can cause complaints from guests. According to Rizaldo (2019) the following are efforts to deal with guest complaints:

1. Get closer to guests and try to understand what guests are complaining about.
2. Provide a complaint form for guests.
3. Analyze the complaint properly and correctly.
4. Increase the sense of responsibility and empathy for guests.
5. Resolving the guest complaint.
6. Ensure that the guest has signed the complaint form.
7. Evaluate what just happened.
8. Analyze the guest complaints.

According to Rizaldo (2019) the following are things that don't need to be done when guests complain:

1. Blaming the guest for the incident.
2. Doesn't want to deal with the complaint because it's not part of his business.
3. Not responsive when dealing with complaints that occur.

According to Suwithi in (Mayasari, 2019) the following are ways to handle guest complaints:

1. Paying attention to guests in the form of reading and understanding the wishes of the guest and paying attention to what the guest conveys.
2. Filter what the guest wants.
3. Solve the problem together using good communication.
4. Process further about the guest complaint using good and friendly language.
5. Provide the best service for guests as expected by the guest.

Based on the discussion above, the communication between the telephone operator section and major departments at Gumaya Tower Hotel Semarang is not going well. Poor communication can make service less than optimal and can cause guest complaints. To reduce the occurrence of guest complaints, communication between telephone operators and major departments must run well in order to produce good service.

## **CONCLUSION AND RECOMMENDATION**

Conclusion: Based on the results of research that has been conducted at the Gumaya Tower Hotel Semarang in the telephone operator section, the conclusions are as follows:

1. There were many complaints that occurred due to poor communication between telephone operators and major departments, which resulted in less than optimal service.

2. Efforts are being made to minimize the occurrence of guest complaints, namely staff trying to communicate with guests using good and correct language and understand what the guest is complaining about so that guests can also understand the situation that is currently happening.

Recommendation: Based on the results of the research that has been carried out, the following is the author's suggestion after conducting research at the Telephone Operator of Gumaya Tower Hotel Semarang.

1. Telephone Operator is a section that plays an important role in providing information, communication and good service to guests. The hotel will have a good image if it can meet the requests of guests. Guest requests can be fulfilled properly if communication between major departments goes well. So the hotel must maintain and improve good communication, especially between telephone operator sections and major departments.

2. Gumaya Tower Hotel is one of the 5 star hotels in Semarang and has quite a lot of enthusiasts. With so many interested people staying at the hotel, it would be better if the hotel increased the number of staff so that all activities and work at the hotel could run well and smoothly.

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