

**QUALITY CONCIERGE SERVICES AT THE HOTEL DOUBLE TREE
BY HILTON JAKARTA – DIPONEGORO**

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ABSTRAK

Penelitian ini membahas tentang kualitas pelayanan *concierge* di hotel DoubleTree By Hilton Jakarta - Diponegoro dalam menjalankan kegiatan operasionalnya dan memberikan pelayanan prima kepada tamu yang berkaitan dengan lima dimensi kualitas pelayanan. Penelitian ini adalah penelitian deskriptif. Hasil penelitian menyarankan bahwa ketersediaan peralatan *concierge* untuk membantu melancarkan kegiatan operasional harus ditambah dan kepedulian *team member concierge* kepada setiap tamu hotel harus ditingkatkan selain untuk menciptakan *engagement* juga untuk memberi perhatian khusus kepada tamu agar tamu merasa diperhatikan selama menginap di hotel.

Kata kunci: *Concierge*, pelayanan, kualitas pelayanan, tamu

ABSTRACT

Service Quality Of Concierge At DoubleTree By Hilton Jakarta – Diponegoro. The focus of this study is to discuss about the service quality of concierge at DoubleTree By Hilton Jakarta - Diponegoro on running the operational activities and giving the excellent service to the guest related to five dimensions of service quality. This research is descriptive research. The data were collected by means of questionnaire distribution to 30 hotel guest. The researcher suggests that the amount of concierge equipment availability to assisting operational activities must be added more and the concernness of team member concierge to every guest must be improved not only to create engagement but also to give special attention to the guest so they feel cared for during their stay in the hotel.

Keywords: *Concierge, service, service quality, guest*

INTRODUCTION

Tourism has become one of the economic sectors that has the highest growth compared to other sectors (Steenbruggen, 2016). According to the United Nations of the World Tourism Organization (UNWTO) (2010), the tourism sector includes the production process of a number of different industries that provide certain services needed by tourists. The industry includes the provision of accommodation, food and beverage services, transportation services and recreational activities. Indonesia as a tourist destination in the Asia Pacific region is expected to be able to take advantage of these opportunities because Indonesia has a huge wealth of tourism resources ranging from natural resources, culture to the hospitality of its people.

Service can be said to be good if the expectations or desires of customers are met or even exceed expectations. If the service or service received or felt is as expected or exceeds customer expectations, the quality of the service or service is perceived as good, ideal and satisfying. Conversely, if the service or service received is lower than expected then the quality of the service is perceived poor. Fandy Tjiptono (2002: 51) defines service

quality as follows: "service quality is a dynamic condition related to products, services, people, nature and the environment that meets or exceeds expectations". According to the Ministry of Tourism and Creative Economy (Kememparekraf) (2014), each foreign tourist spends an average of Rp. 12.5 million every time you visit. Kememparekraf data shows that the most expenditure type of tourist visits is the cost of accommodation with a portion of around 48.9% of the total, followed by food and beverages with a portion of 17.7%. This means that the hotel is a tourism industry that is very important to meet tourist satisfaction.

The main product of the hotel is the provision of rooms for tourists. Therefore, the Front Office Department is a very important division in handling operational sales of rooms in hotels. Front Office Department serves guests who will use the room from the reservation process, check-in until check-out. Front Office Department has a role in creating the first and last impression for the guest (the first and last impression of the guest). The function of the FOD is as a center for guest activities in hotels (the heart, the hub & nerve center of guest activities) (Vallen, 1985). The Front Office is the place where guests will first convey their hearts. But actually, the very first thing a guest sees is a *concierge*. *Concierge*

is a hotel clerk who helps service guests' luggage and luggage whether brought at check-in or at check-out (Agustinus Darsono, 2001). Concierge is one part of the Front Office department that also has an important role. Concierge or also called Uniform Service is one part of the Front Office that has the task of handling guest luggage when guests check in, handling guest luggage storage and providing information services provided by guests (Agus Sulastiyono, 2011)

Concierge plays an important role in hotel operations because it is one of the mainstays in the hotel in meeting guests' needs. This section makes guests feel familiar and comfortable with the environment around the hotel where they stay and provides information about the facilities at the hotel or information about local attractions in the vicinity of the hotel (James A. Bardi, 2003). Furthermore, James A. Bardi stated that the concierge also acts as a hospitality link between the hotel and guests. So it becomes an important division that must be owned by the hotel for smooth operations.

One of the hotels that makes a concierge as an asset in carrying out its operational activities is DoubleTree by Hilton Jakarta - Diponegoro. DoubleTree by Hilton Jakarta - Diponegoro is a 5-star hotel that is included in one of the hotel chains of Hilton. DoubleTree by Hilton Jakarta - Diponegoro is the only Hilton hotel in Jakarta. In on the job training, the writer is placed in the Front Office Department and carries out a concierge function at the DoubleTree by Hilton Jakarta - Diponegoro hotel. While undergoing on the job training activities, the writer feels that the concierge service at DoubleTree by Hilton Jakarta - Diponegoro has several problems. One of them is the number of staff who are still lacking if the occupancy level is high. Causing guests to have to wait to be served. Furthermore, guests do not get the last impression of the concierge service at DoubleTree by Hilton Jakarta - Diponegoro. The author chose the title "Quality Concierge Services at DoubleTree Hotels by Hilton Jakarta - Diponegoro" for being interested in discussing the service process and service quality of the concierge at the hotel. Furthermore, the author will also explain the problem and a fairly broad scope of tasks from the concierge.

LITERATURE REVIEW

Service Quality

Sinambela (2014: 4) says that service is an activity to meet one's needs or provide for people's needs. As for Moenir (2005: 47) explains that service is the process of meeting needs through other people's activities directly. Furthermore, Suparlan (2000: 35) says that service is an attempt to provide assistance or help to others, both material and non-material, so that the person can overcome his own

problems. Koetler (2003: 464) states that service can be defined as an action or performance given by someone to another person. Services can be classified into:

1. High contact service, which is a classification of services where contact between consumers and service providers is very high, consumers are always involved in the process of these services.
2. Low contact service, which is a classification of services where contact between consumers and service providers is not too high. Physical contact with consumers only occurs at the front desk is included in the classification of low contact service.

Service quality is the expected level of excellence and control over the level of excellence to meet customer desires. If the service or service received or felt is as expected or exceeds customer expectations, the quality of the service or service is perceived as good, ideal and satisfying. Conversely, if the service or service received is lower than expected then the quality of the service is perceived poor (Tjiptono 2004: 59).

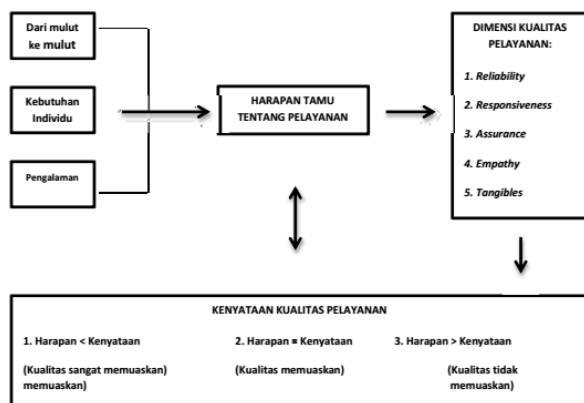
Agus Sulastiyono (2011: 33) explains that based on the explanation above, the key to providing satisfaction to guests is to try to know in advance what is needed and desired by guests who will or are staying at the hotel. There are several guidelines that can be used as a tool to identify basic human needs such as:

1. The need to be welcomed
2. The need for timely service
3. The need to feel comfortable
4. The need for neat service
5. The need to be understood
6. The need for help
7. The need to feel important
8. The need to be appreciated
9. The need to be recognized and remembered

Evaluation of service quality is determined by the guest as the user of the service. Quality of service is something that is complex, by James A. Fitzsimmons and Mona J. Fitzsimmons (2006) explained that guests will assess the quality of service through the five principles of service dimensions as benchmarks, namely:

1. Reliability, is the ability to provide services precisely and correctly as with the type of service that has been promised to guests.
2. Responsiveness, namely awareness or desire to quickly act to help guests and provide timely services.
3. Assurance, is the knowledge and manners and confidence of

- employees. This dimension has the characteristics of being competent to provide courteous service and having a respectful attitude towards guests.
4. Empathy, which gives special attention to individual guests. This dimension has the characteristics of a willingness to approach, provide protection, efforts to understand the desires of guests, needs and feelings of guests.
 5. Tangibles, is something that is visible or tangible as the appearance of employees and other physical facilities such as equipment and equipment that support the implementation of services.



Picture 1. Conceptual Model Of Service Quality

From the picture above it can be seen that the particular quality of service that guests expect can be caused by information obtained by word of mouth, or by their needs for certain types of services, or because of the experiences that guests have about certain quality of service. All of that raises guest expectations about the quality of service they want, then the service process will be assessed by guests through the five dimensions previously mentioned. Guests use these five dimensions as a benchmark to provide an assessment of the quality of service, which is based on a comparison between the expected service and the reality of the service obtained.

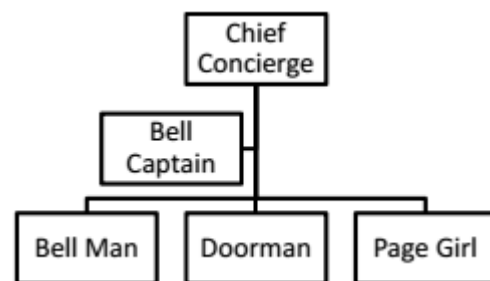
Concierge

Concierge is someone who is employed in a hotel to help guests arrange things, such as theater tickets and visits to restaurants according to Cambridge Dictionary. An example of the definition described by the Cambridge Dictionary is that a concierge can provide information about local events and recommend restaurants with the best food choices. Agus Sulastiyono (2011: 64) explained that the concierge or also called Uniform Service is one part of the Front Office Department

that handles handling guest items and has the following tasks:

1. Handling guest luggage when guest arrives (check-in)
2. Handle guest luggage storage
3. Provide information services requested by guests
4. Pick up and deliver guests when they arrive and depart
5. Showing / escorting guests to the receptionist (receptionist) for registration and escort guests to the room

Dr. Adi Soenarno, MBA in his book entitled Front Office management explained that the organizational structure and job description of the concierge section, bellboy, are as follows:



Picture 2. Concierge organization structure

The following is a job description from bellman / bellboy:

1. Get ready in front of the lobby to greet guests.
2. Unload guest luggage from the car.
3. Carry guests luggage that will check in and wait in front of the Front Office Counter guest until guests get the number and room key.
4. Delivering guests while carrying his luggage to the guest room.
5. Help guests carry luggage when guests check out, from the room to the lobby and then to the guest vehicle.
6. Storing the belongings of guests with a special tag (luggage tag) for guests who have not yet come to the hotel or guests who leave their items at the Bell Desk.

METHODOLOGY

In this study, researchers use descriptive research. This research using two data, primary data and secondary data. Primary data can be obtained by questionnaire and observation. Questionnaire will be distributed to 30 respondents who were guests of the DoubleTree By Hilton Jakarta hotel during the period 19 March - 1 April 2018. While Observations

were made directly, in this case the authors do work practices starting from February 24 to April 1, 2018 as a concierge at the DoubleTree by Hilton Jakarta-Diponegoro hotel. In addition, secondary data were obtained from journals, books, reports, web, and hotel documents. The questionnaire data will be analyzed by looking at the values that appear most often (mode).

This study will be conducted at DoubleTree Hotel by Hilton Jakarta-Diponegoro which is located Pegangsaan Timur Street No.17 Cikini, Menteng, Jakarta Pusat. This research was conducted in the span of one month precisely on February 24 to April 1 2018.

RESULT AND DISCUSSION

The Concierge Service Process at DoubleTree by Hilton Jakarta – Diponegoro

Concierge is part of the Front Office Department at the DoubleTree by Hilton Jakarta - Diponegoro hotel. Its main duties are handling guest luggage both when guests arrive (check in) or when guests check out, handling guest luggage storage and providing information services requested by guests.

The number of concierge staff at the DoubleTree by Hilton Jakarta - Diponegoro hotel consists of 6 team members and one of them serves as the Supervisor who is in charge of overseeing concierge operational activities and arranging work shifts from its staff. Concierge work hours are divided into 3 shifts namely morning shifts starting at 7 and 9am, middle shifts starting at 12 noon and afternoon shifts starting at 2 pm.

The role of the concierge at the DoubleTree by Hilton Jakarta - Diponegoro hotel is very important because they are the first to make direct contact with guests both when they arrive and when they leave the hotel. Therefore a concierge must be able to run the service process properly and according to procedures in order to provide a good first and the last impression to guests.

The observations obtained during the On-The-Job Training during the concierge service process at the DoubleTree by Hilton Jakarta - Diponegoro hotel began when guests arrive at the hotel until the guest leaves the hotel are as follows:

Concierge Service Process When Guest Check-In

1. Greeting the guest

This is the first service process from the concierge as part of the DoubleTree by Hilton Jakarta - Diponegoro hotel which is the first to contact the guest. Every guest who comes to the hotel must be greeted and greeted in a friendly and polite manner by a concierge. If guests arrive by car, the concierge is obliged to open the guest car door and greet him properly.

2. Carrying guest's luggage

The next process is helping guests carry luggage when they come to the hotel to check in. If guests carry luggage such as luggage, backpacks, handbags and other luggage in the car or taxi, a concierge must offer assistance to guests to carry their luggage.

3. Tagging

The tagging process must be done by providing luggage tags to guests and their luggage. The function of the tagging process is to avoid exchanging guests' belongings with one other guest. Luggage tags at the DoubleTree by Hilton Jakarta - Diponegoro hotel consist of 2 parts, namely the tag that will be given to the guest and the tag that will be tied to the guest's suitcase. Both parts of the tag each have the same luggage tag number.

4. Escorting guest to his/her room

The next process is delivering guests and their luggage to their rooms. When guests have finished checking in and getting a room, then the guest will approach the concierge and let him know his room. After that, the concierge is obliged to ask the guest luggage tag to see the similarity of the luggage tag number of the guest with the luggage tag attached to the guest's luggage before delivering his luggage to his room.

5. Explaining hotel facilities

Arriving at the guest room, the concierge first put the guests luggage one by one into the room. After finishing the guest luggage, the concierge will explain the amenities contained in the room such as extra pillows, slipper, hair dryer, iron to minibar consumption. Furthermore, the concierge will explain the facilities at DoubleTree by Hilton Jakarta - Diponegoro along with their operating hours such as restaurants, swimming pools and kids clubs.

6. Giving magic word

The last process is don't forget to give magic words to the guests. Words like "have a good day", "have a nice day", "have a good rest" are a few examples of magic words that are usually said by concierges at DoubleTree by Hilton Jakarta - Diponegoro.

Concierge Service Process When Guests Check Out

1. Acknowledge job notification luggage down from handy talkie

The first process of carrying guest luggage when a guest leaves the hotel (checking out) is to know that there is a job notification on the handy talkie sent from the operator. Because at the DoubleTree by Hilton Jakarta - Diponegoro hotel when guests want to ask the concierge for help carrying their luggage when checking out, they will call the operator and the operator will send a job notification luggage down which will be sent directly to the handy talkie at the concierge desk in the form of a guest name and room number.

2. Greeting the guest

Arriving at the front door of the guest room, the concierge will press the bell on each guest room's door. After pressing the bell, the concierge will say the phrase "bell service" so that guests know that the concierge staff is in front of the room. This was done three times until the guest opened the door of his room. When guests open the door of his room, a concierge must greet guests.

3. Stacking guest's luggage

Furthermore, if the guest's luggage is ready then the concierge will start placing luggage and other items onto the trolley. This process is called stacking, which is placing the luggage by stacking it from the heaviest to the lightest. In this process, the concierge must be careful in stacking suitcases and other items so as not to easily shake and fall

4. Tagging

The tagging process when carrying guest's luggage when checking out will be more or less the same when guests will check in. After the stacking process is complete, the concierge must count the number of guest's luggage.

5. Carrying guest's luggage to the lobby

After giving the luggage tag to the guest, the concierge will immediately carry guest's luggage to the lobby. Arriving at the lobby, the concierge stayed watching over the guest's luggage in the trolley and waiting for guests to complete the check-out process at the receptionist.

6. Put the luggage into guest's car

After guests complete the check-out process at the receptionist, guests will approach the concierge and provide the luggage tag that was previously given. Concierge will see the similarity of the

luggage tag number of the guest with the luggage tag tied to the guest's luggage before delivering the luggage to the guest car.

Quality Concierge Service at DoubleTree By Hilton Jakarta – Diponegoro

The quality of service in hotels greatly influences the level of guest satisfaction with the services provided by the hotel. Concierge as forming guests' initial image of the hotel must also maintain and improve the quality of service by providing excellent service to guests. Good or bad quality of concierge services at DoubleTree by Hilton Jakarta - Diponegoro hotels can be seen from the 5 dimensions of service quality according to James A. Fitzsimmons and Mona J. Fitzsimmons, namely:

Tangibles

Tangibles is something that is visible or tangible as the appearance of employees and other physical facilities such as equipment and equipment that support the implementation of services. Tangibles dimensions found in the DoubleTree by Hilton Jakarta - Diponegoro concierge are in the form of levels appearance of the bellboy, the level of neatness of the bell counter area and the level of equipment availability in the bell counter area.

Tingkat Kerapihan Bellboy			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
87%	13%	0%	0%
Tingkat Kerapihan Area Bell Counter			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
40%	60%	0%	0%
Tingkat Ketersediaan Peralatan Di Area Bell Counter			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
60%	40%	0%	0%

Table 1. Percentage of Tangibles Dimension Indikator.(Source: Olah Data Penulis, 2018)

Reliability

Reliability is the ability to provide services precisely and correctly as well as the type of service that has been promised to guests. These dimensions include the level of bellboy knowledge about hotel services, the level of bellboy skills in providing services and the level of ability of bellboys in carrying out their duties.

Table 2. Percentage of Reliability Dimension Indikator. (Source: Olah Data Penulis, 2018)

Tingkat Pengetahuan Bellboy Mengenai Pelayanan Hotel			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
100%	0%	0%	0%
Tingkat Keterampilan Bellboy Dalam Memberikan Pelayanan			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
50%	50%	0%	0%
Tingkat Kemampuan Bellboy Dalam Melaksanakan Tugasnya			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
93%	7%	0%	0%

Assurance

Assurance is knowledge and manners and confidence of employees. This dimension has the characteristics of being competent to provide courteous service and having the nature of respect to provide guarantees to guests. These dimensions include the level of security of guest goods brought by the bellboy and the level of satisfaction guarantee to the bellboy.

Table 3. Percentage of Assurance Dimension Indikator. (Source: Olah Data Penulis, 2018)

Tingkat Keamanan Barang Tamu Yang Dibawakan <i>Bellboy</i>			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
90%	10%	0%	0%
Tingkat Jaminan Kepuasan Terhadap <i>Bellboy</i>			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
53%	47%	0%	0%

Responsiveness

Responsiveness is the awareness or desire to quickly act to help guests and provide timely services. Responsiveness dimensions include the level of speed the bellboy serves the guest, the level of anticipation of the bellboy to the needs of the guest before being asked and the level of speed of the bellboy serving the complaint.

Table 4. Percentage of Responsiveness Dimension Indikator. (Source: Olah Data Penulis, 2018)

Tingkat Kecepatan <i>Bellboy</i> Melayani Tamu			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
63%	37%	0%	0%
Tingkat Antisipasi <i>Bellboy</i> Terhadap Kebutuhan Tamu Sebelum Diminta			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
63%	37%	0%	0%
Tingkat Kecepatan <i>Bellboy</i> Menangani Keluhan			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
93%	7%	0%	0%

Empathy

Empathy is giving special attention to individual guests. This dimension has the characteristics of a willingness to approach, provide protection, efforts to understand the desires of guests, needs and feelings of guests. The empathy dimensions found in the DoubleTree By Hilton Jakarta-Diponegoro concierge include the level of bellboy friendliness in providing service, the level of consistency of the bellboy in greeting guests and the level of bellboy's concern for the feeling of being.

Table 5. Percentage of Empathy Dimension Indikator. (Source: Olah Data Penulis, 2018)

Tingkat Keramahan <i>Bellboy</i> Dalam Memberikan Pelayanan			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
53%	47%	0%	0%
Tingkat Konsistensi <i>Bellboy</i> Dalam Menyapa Kepada Tamu			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
53%	47%	0%	0%
Tingkat Kepedulian <i>Bellboy</i> Terhadap Perasaan			
Sangat Baik	Baik	Kurang Baik	Tidak Baik
53%	47%	0%	0%

CONCLUSIONS

Based on research that has been made during the On-The-Job Training at DoubleTree By Hilton Jakarta - Diponegoro by using a questionnaire method, the researcher obtained several conclusions from the results of the research obtained. Are as follows:

1. The concierge service process that is carried out starting from the guest comes to the hotel (check in) until the guest leaves the hotel (check out) is appropriate and meets the standards of the DoubleTree By Hilton Jakarta hotel. Furthermore, the service process carried out is also in accordance with what Agus Sulastiyono (2011: 64) mentioned, which is about the concierge's duty in handling guest luggage.
2. The bellboy service implemented at the DoubleTree By Hilton Jakarta - Diponegoro hotel in serving guests is in accordance with the 5 dimensions of service quality described by James A. Fitzsimmons and Mona J. Fitzsimmons consisting of tangibles, reliability, assurance, responsiveness and empathy dimensions.
3. In general bellboy services are in accordance or meet the minimum standards set by the hotel. This means that the services provided by the concierge team member to the guests are good. However, a good standard of service is not enough because the DoubleTree By Hilton Jakarta - Diponegoro hotel now competes with other 5 star hotels. Therefore, there must be an increase in concierge services to better serve guests.

RECOMMENDATION

The suggestions obtained and submitted based on observations and questionnaire data during the On-The-Job Training period at the DoubleTree By Hilton Jakarta - Diponegoro concierge are as follows:

1. Evaluate service performance and concierge workload in serving guests to create excellent service.

2. The availability of concierge equipment to help smooth out hotel operations must be increased.
3. The neatness of the bellboy's appearance and cleanliness along with the tidiness of the bell counter area must be paid more attention to meeting hotel standards.
4. Increase the number of concierge team members to reach out and serve more guests.
5. Conduct training for concierge team members in order to improve the skills and skills of bellboys in providing services.

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