

## STUDY OF EXCELLENT RECEPTIONIST SERVICE IN RECEIVING GUESTS AT THE MARKETING OFFICE OF PARADISE RESORT, CIPUTAT, SOUTH TANGERANG

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### ABSTRACT

*The purpose of this research is to find out the excellent service provided by the receptionist to guests or customers of the Marketing Office Paradise Resort Ciputat South Tangerang and to find out what problems the receptionist experiences when receiving guests or customers at the Marketing Office Paradise Resort Ciputat South Tangerang. Based on the data obtained, excellent service is essential in running a business, especially a goods or services business. One of the ways the Paradise Resort Marketing Office receptionist provides excellent service to guests is that they must be ready and responsive in any case to provide services for guest satisfaction. For example, they were helping to patiently provide more precise and detailed information regarding the products offered to guests. This can provide comfort to guests and additional value for the company in its services so that guests will feel comfortable with the services provided. Meanwhile, the problem the receptionist faces in receiving guests at the Marketing Office of Paradise Resort Ciputat, South Tangerang, is the lack of experience or flying hours obtained by the receptionist because the receptionist is still a fresh graduate, so she is still unable to handle the work that must be done if there are more than 2 ( two) work at the same time. The author suggests that companies carry out additional training or training regularly to increase receptionists' skills or abilities at work. This is very beneficial if the receptionist is equipped with additional skills. Their performance can be even better.*

*Keywords: Excellent Service, Receptionist, Customer.*

### 1. INTRODUCTION

In the rapidly evolving era of globalization, businesses face numerous challenges, including intense competition and changing marketing strategies. The focus on creating and retaining customers has become a key factor in today's business success. Companies must provide high-quality service that meets customer expectations because excellent service is a crucial foundation for maintaining competitiveness.

Customers have expectations for top-notch service, and companies are expected to meet established quality standards. In this context, receptionists play a vital role in providing good service to customers. They interact directly with customers, provide information about the company, and serve as an attraction for potential customers considering doing business with the company. Receptionists also need to maintain good relationships with long-standing customers. Good service will strengthen customer trust in the company, while poor service can make customers lose patience. Therefore, the role of receptionists in providing excellent service is crucial in retaining and attracting customers.

There are still several challenges in providing excellent service by the receptionists at the Marketing Office of Paradise Resort in Ciputat, South Tangerang. One of them is the lack of attention when handling incoming phone calls. Sometimes, phone calls are not immediately answered because the receptionists are serving guests who are physically present at the marketing office. This often leads to incoming phone calls being ignored. Furthermore, when there are both guests and incoming phone calls simultaneously, guests often have to wait without assistance. Additionally, there is a lack of handling guest complaints at the Marketing Office. This issue arises because the Customer Service department is often slow in addressing complaints raised by guests. As a result, many guests directly approach the receptionists to express their complaints regarding the service they have received.

According to Nashar (2020), excellent service is the best service provided by an office or company to meet the expectations and needs of customers. The primary priority in excellent service is customer satisfaction. Excellent service is a service that meets established quality standards. Receptionists who can meet the needs and desires of consumers with excellent service have a competitive edge in the business world. This is used as a benchmark to build consumer trust in the company's customer service. Therefore, good service will result in positive responses from customers. However, poor service will tarnish the company's image and affect customer satisfaction.

## 2. LITERATURE REVIEW

### 2.1 Service Excellent

According to Nashar (2020:22), excellent service is the best effort provided by an office or company to meet the expectations and needs of customers. The primary focus of excellent service is to ensure customer satisfaction. Customer service programs, stemming from the concept of consumer care, have evolved into the best-known term, "excellent service". Although these terms may differ, they all fundamentally emphasize a company's efforts to provide the best service as a form of customer care.

Providing excellent service to customers should always focus on the customers' interests to achieve optimal satisfaction. The success of implementing and practicing excellent service heavily depends on individuals or groups' ability to provide optimal service while upholding skills, attitude, appearance, attention, action, and responsibility. The objectives of excellent service, as explained by Nashar (2020:22), are:

1. Providing high-quality service.
2. Encouraging customers to make prompt decisions to purchase offered goods or services.
3. Building trust in customers regarding the offered goods or services.
4. Preventing unnecessary claims in the future against the producer or seller.
5. Creating customer trust and satisfaction.
6. Retaining customers to make them feel attended to in all their needs.
7. Maintaining customer loyalty to the offered product or service.

Excellent service reflects concern for customers by providing the best service to meet their needs and satisfaction, which, in turn, fosters customer loyalty to the company or organization. The pattern of excellent service is based on the A3 concept, which stands for Attitude, Attention, and Action. These are three key components used as indicators in delivering excellent service:

1. Ability
2. Attitude
3. Attention
4. Action

Additionally, excellent service serves several functions, such as serving customers in a friendly, timely, and efficient manner; creating a relationship where customers feel valued; increasing market share; retaining customers; positioning customers as business partners; winning market competition; and providing maximum benefits.

### 2.2 Quality of Excellent Service

In excellent service, there are two key elements that are interrelated: service and quality. Many experts, as explained by Susatyo Herlambang (2018), have provided definitions of service quality, and some commonalities in their views include:

Service quality is an effort to meet customer expectations. Service quality is a condition of quality that can change at any time. Service quality encompasses processes, products, goods, services, people, and the environment. Service quality is a dynamic condition related to processes, products, services, people, and the environment that meets expectations. Vincent Gesperz, as noted in Susatyo Herlambang's book (2018:9), identified dimensions of service quality, including:

1. Timeliness of service, related to waiting time and processes.
2. Service accuracy or precision.
3. Service courtesy and friendliness of service providers, as well as their responsiveness to customer complaints.
4. Service capacity, including the number of service personnel and other supporting facilities.
5. Service tangibles, including location, service area, parking facilities, availability of information, and other guidance.
6. Service environment conditions, such as cleanliness, waiting areas, music facilities, air conditioning, communication tools, and more.

The objectives of excellent service, as described by Meki (2019), include:

1. Providing high-quality service to customers.
2. Assisting customers in making decisions to purchase the products or services offered.

3. Building customer trust in the products or services offered.
4. Creating customer satisfaction and trust.
5. Preventing unnecessary complaints or claims from customers regarding the products or services they have purchased.
6. Ensuring that customers feel valued and well-treated.
7. Building and maintaining customer loyalty so that they continue to purchase the products or services offered.

### **2.3 Receptionist**

The role of a receptionist in a company is significant in determining the company's image. The receptionist is the first person to greet guests and is the last person to interact with them when the guest leaves the company. Therefore, the first impression given by a receptionist greatly influences the company's image (Larasati, 2016). Sedianingsih (2014) explains that a receptionist is an officer who receives explicitly and serves guests and helps guests who want to meet company officials or leaders. Simorangkir (2016) also emphasized that hotel receptionists must try to provide the best service so that guests feel comfortable and want to return.

The company receptionist acts as a receptionist at the company office. They usually manage the phones and connect calls with people within the office. They also provide necessary information to guests. In this case, the physical appearance, communication skills, and politeness of the receptionist are significant because they are the first person the guest meets. The impression given by the receptionist often influences a company's image. Of course, customers want to be well-received. Therefore, a receptionist must have an attractive appearance, good communication skills, and polite behavior to serve guests well. Knowledge of foreign languages, especially English, can also be an asset as it can help serve foreign guests. Receptionists must be able to speak more than one language because guests may come from various backgrounds.

The duties and functions of a receptionist are essential in achieving company goals. They act as deskmen who provide information on company products and services, answer customer questions, and prepare brochures and forms. As a salesman, the receptionist tries to sell the company's products and retain customers. They also act as Customer Relations Officers in maintaining good relationships with customers. As a communicator, the receptionist conveys verbal and written information between the company and customers. Thus, the role of a receptionist in a company is significant in creating an excellent first impression and maintaining good relationships with customers.

### **2.4 Customer Satisfaction**

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of a product or service with customer expectations (Kotler, 2018). According to Windasuri (2017), customer satisfaction is an emotional response to the experience of consuming a product or service. Philip Kotler and Garry Armstrong (2017) define customer satisfaction as a person's feeling after comparing the results they feel with their expectations. Suryati (2015) explains that customer satisfaction is the level at which the product performance received by customers is in line with their expectations. Kasmir (2017) refers to Kotler in stating that customer satisfaction is a customer's assessment of the use of goods or services compared to previous expectations.

Tjiptono (2015) measures customer satisfaction with eight indicators, including performance, core product characteristics, features, reliability, conformity to specifications, durability, serviceability, ethics, and perceived quality. Alma (2015) states that customers expect good service, including consistent service quality, friendly attitude from personnel, clarity of sound, images, or prints, and quick handling of interruptions or damage.

Kotler (2017) provides four suggestions for measuring customer satisfaction, namely through a proposed complaint system, consumer satisfaction surveys, customer reviews, and analysis of former customers. Richard (2017) suggests steps to measure customer satisfaction, including studying customer perceptions, determining customer needs and expectations, closing existing gaps, checking whether performance improvements meet expectations, monitoring service activities continuously, and implementing continuous improvement processes to maintain customer satisfaction.

## **3. RESEARCH METHODOLOGY**

In this research, a descriptive method focused on observing and analyzing the situation at the Marketing Office of Paradise Resort, Ciputat, South Tangerang, over two months, from June 2022 to August 2022. Data was obtained

from various sources, including direct observation of the receptionist, interviews with receptionists and management, as well as secondary data from company documents.

Data collection involved direct observation of receptionists in carrying out their daily duties, interviews with receptionists to understand their experiences and obstacles they faced, as well as collecting secondary data from related company documents. The qualitative data obtained was analyzed descriptively to identify findings related to receptionist services and the obstacles they experienced. The analysis results are used to draw conclusions that support or refute the research objectives and provide suggestions or recommendations for improving receptionist services at the Paradise Resort Marketing Office.

This research was designed to provide an in-depth understanding of receptionist services and the obstacles they face in receiving guests at the Paradise Resort Marketing Office. The data collected is used as a guide for improvements in reception services. In addition, this research method is also evaluated to ensure its effectiveness in producing relevant findings and recommendations.

## **4. RESULTS AND DISCUSSION**

### **4.1 Overview of the Company**

Progress Group is a development company that, with strong determination, strives to create the best environment for modern families. Since 1978, Progress Group has played a role in building various properties, ranging from thousands of residential homes to iconic apartments in the CBD business center of Sydney, Australia. They have also provided services to the community with projects such as gas stations that serve thousands of daily drivers and hospitals that provide convenient medical care for patients.

Progress Group has various business areas, including Real Estate, Health, Investment and Media. They were founded in New South Wales, Australia, and since 1980 have expanded their business development to Indonesia. One of their first projects was Sunter Paradise in North Jakarta, including the Royal Progress Hospital. In addition, Progress Group has continued development with projects such as Paradise Serpong City in South Tangerang.

Progress Group Real Estate Division now has a significant land area in the Jabodetabek area after more than 30 years of experience in the Real Estate sector. They have built more than 3,000 comfortable residential units and continue to be committed to improving service quality and customer satisfaction in the future.

Progress Group's vision is to improve the quality of human life and the environment over time. Their mission includes the principles of ethics, honesty, and high quality in conducting business, as well as a commitment to providing the best products and services to customers. Currently, they continue to develop as one of the iconic developers in the Ciputat area, South Tangerang, with an independent city project covering 60 hectares of land.

### **4.2 Discussion**

In the Marketing Office of Paradise Resort Ciputat, South Tangerang, handling the receptionist in providing superior service to guests is very important. A receptionist's duties include receiving guests, providing information about company products, managing telephone calls, and sometimes assisting with customer service when the Customer Service team is not available. While performing these duties, receptionists can access office facilities such as computers, printers, copiers, telephones, and lockers. They also use several application systems, including Customer Relationship Management (CRM), Microsoft Word, Microsoft Excel, and Google Sheets.

In carrying out their duties, receptionists carry out several activities, such as greeting guests with a polite and friendly smile, receiving guests well, answering telephone calls quickly and politely, providing brief and precise information, checking orders for the day, asking for guests' needs or requirements, taking notes. Guest data and informing the marketing team about the guests they will handle. They also coordinate with Customer Service or superiors if consumers file complaints.

To improve service to guests, receptionists should always be present at the reception desk, or there should be temporary replacements when they have to leave the premises. This helps in answering guest questions or answering incoming telephone calls, especially when the reception desk is quiet due to lunchtime or when the receptionist is off. In addition, there is an expansion of the role with Customer Service involvement at the reception desk, assisting

guests in reporting complaints or providing further information. This ensures that consumers or guests get help quickly and reduces confusion if they have to come to the front desk for their complaints. This handling ensures that consumers or guests are satisfied with the services provided by the receptionist and the company.

The receptionist at the Marketing Office of Paradise Resort Ciputat, South Tangerang, faces several obstacles in their daily duties. One of the main problems is that most of them are recruited right out of high school with no previous experience, so they still need to learn and adapt to their jobs. One of the challenges often faced is handling two tasks at once, such as receiving telephone calls and serving guests who come at the same time. To overcome this situation, they usually ask the guest for permission to pick up the phone for a moment so that the customer does not feel ignored.

In addition, the room conditions in the reception area could be better, because the room is not soundproof and the office layout limits movement. This condition disturbs the comfort and concentration of the receptionist. Noise from the next room can often be heard clearly and makes it difficult for them to work with focus. Problems with the system application used to input data are also an obstacle. The system often experiences problems such as errors or server downs, which hinder the receptionist's ability to carry out their work smoothly. Apart from that, the WiFi internet network in the office also often experiences problems, such as errors or shutdowns, which makes it difficult for them to carry out their duties. These obstacles are challenges receptionists face at the Paradise Resort Marketing Office, and efforts need to be made to overcome these problems and create a more conducive work environment.

## 5. Conclusions

The results of the research reveal several essential conclusions. To improve excellent service at the Marketing Office of Paradise Resort Ciputat, South Tangerang, the receptionist must always be ready at the reception desk. If there is an urgent need that forces the receptionist to leave the desk, there should be a temporary replacement ready to fill the position. This is important so that guests or consumers who feel comfortable and are clear can get help immediately. Likewise, handling of telephone calls should be done carefully without ignoring any call. There are situations where the reception desk can be empty, such as during lunchtime or when the receptionist is on break, and this also requires special attention.

The main obstacle faced by the receptionist at the Paradise Resort Marketing Office is needing more experience or flying hours. Most receptionists are recruited as fresh graduates with no previous experience. This lack of experience becomes an obstacle when they are faced with a situation where they have to handle more than one task simultaneously. For example, when an incoming telephone call and guests arrive simultaneously, the receptionist may need clarification in determining the priority of service that should be given to both.

## Sugesstion

Based on the results of the observations that have been made, the suggestions that can be given are:

1. Service to customers or guests has been done well by the Marketing Office of Paradise Resort Ciputat, South Tangerang. It would be better if the company further improved the quality of service, considering its considerable influence on its image.
2. The company should carry out additional training or training to be able to increase the receptionist's skills or abilities in working. This is very profitable if the receptionist is equipped with additional skills. That is, their performance can be even better than before. Furthermore, the company provides additional services to customers or guests, such as providing drinking water or snacks when the customer or guest is waiting for someone the customer or guest wants to meet.

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