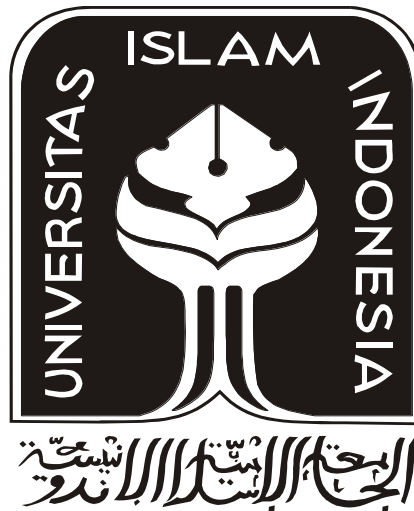


FINAL REPORT

THE ROLES OF FRONT OFFICE AT SOUTHLINKS COUNTRY CLUB

Presented as Partial Fulfillment of the Requirements
To Obtain an Ahli Madya in English



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Menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri. Sepanjang sepengetahuan saya tidak berisi materi yang di tulis orang lain atau telah di gunakan sebagai persyaratan penyelesaian studi di perguruan tinggi lain kecuali bagian tertentu yang saya ambil sebagai acuan. Bila pernyataan ini tidak benar sepenuhnya menjadi tanggung jawab saya.

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Yang membuat pernyataan

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Zulianty Octaviana

ABSTRACT

THE ROLES OF FRONT OFFICE AT SOUTHLINKS COUNTRY CLUB

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SouthLinks Country Club (SLCC) Batam is a joint cooperation between Batamindo Investment Cakrawala of Salim group as the main shareholder and other companies. SLCC has some facilities, such as a golf course inns, restaurants, driving range, swimming pool, etc. Those facilities, basically, can fulfill the need of the foreign workers in Batam. The front office is one of the most essential parts to carry out the goal of the company and the front office have important roles to sale company product to obtain optimal result. That is the reason why the writer wants to know more about the roles of front office at SLCC.

The writer used observation and questionnaire to gather information about the roles of front office. The result of observation and questionnaire can be measured by analyzing the theory of Agus Sambodo and Bagyono on the role of front office. This theory consist of six roles of front office. They are: the role as nerve center, hub & heart, the role as seller, the role as an administrator, the role as a serving coordinator, the role as a source of information, and the role as an image builder.

The result of field study are, the roles of front office at SLCC are as a nerve center, hub & hearts, as a seller, as a administrator, as a services coordinator, as a sources information, and as an image builder. Based on observation and questionnaire result all that roles are run at SLCC are work very properly.

Key word: Front Office, , roles of front office theory and the roles of front office at SLCC

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CHAPTER I

INTRODUCTION

This chapter discusses three basic points. They are background of the field study, the field setting, and significance of the field study.

I.1. Background of the Field Study

Batam is an archipelagic city. This city is one parts of Riau island province. It is situated close to two neighboring countries, Singapore and Malaysia. This city is famous for its industrial city since there are many industrial regions found in Batam. The regions are divided into two: industrial region for electronic companies and industrial region for companies which provide heavy tools or the ship maker company. In these industrial regions, most of the companies are international companies. Therefore, it is no wonder that there are so many foreign workers working in this city.

SouthLinks Country Club (SLCC) Batam is a joint cooperation between Batamindo Investment Cakrawala of Salim Group as the main shareholder and other companies. The other companies are Sumitomo Rubber-Obayashi Company, a Japanese company, and Sembcorp Company, a Singapore company. SLCC is a tropical resort that stands on elevated ground in exotic Batam. It is just 20 km south east of Singapore. SLCC is standing S\$110 million resort and have 213 hectares around to the Lady Reservoir. SLCC offers the best service to the guests through its best

facilities. Those facilities, basically, can fulfill the need of the foreign workers in Batam such as a living place, health facilities, and sport facilities.

SLCC also has some facilities which are usually found in country clubs, such as a golf course, inns, various restaurants, driving range, swimming pool, etc. Among the excellent facilities of SLCC are the golf course and inns. SLCC golf course is one of the best golf courses in Batam. It is proven by its enormous guests and customers who come to this place. It does so for the inn facilities found in this place. We can find the guests and members come to this place almost in every moment. They not only come to stay for one or two months but they usually come to stay for one or two years.

The front office is one of the most essential parts of the company and it functions as a place to carry out the goal of the company. Beside this important function, front office also functions in serving and achieving the company's goal that is to provide a good service expected by the guests and to create the company's image. As a center of information and a place in which the guests give their complaints, front officers should have good skill and ability about their responsibilities in the front office. The most important skill and ability needed by a front officer is a good communication skill to the guests. A front officer should have a good communication skill both in Bahasa Indonesia and English. Another important skill needed by a front officer is an ability to keep and manage some important documents. The last

skill needed to be a good front officer is that she/ he should know and understand well about the product knowledge offered by the company.

From the front office, a bad or good impression of the service of the SLCC officers can be seen firstly by the guests because it is the first and last place in which the guests do the interaction. The impression obtained by the guests can be one of the evaluation of the service here. A good impression can create a good image for the company. Therefore, it can be said that the role of the front office will indirectly help to create the image of the company.

The writer chooses SLCC as the place for her field study since there are many activities there that can help the writer to learn good communication in English and manage documents orderly. Here, the writer often meets with some businessmen who come as guests or customers and by doing so, the writer can get some valuable information or knowledge that can help her to know how to run a good business or company. This thing deals with her college major in business concentration and her future business plan in which she wants to run her own business in the future.

I.2. Field Setting

I.2.1. Time and Date Field Study

The field study program was conducted for two weeks starting from February 1, 2011 until February 15, 2011. The writer did her observations there as a front officer. The writer followed the work

schedule in that place which was divided into two shifts. The morning shift was done from 6 a.m. to 2 p.m. and the afternoon shift was between 1 p.m. and 7 p.m. Since this place is situated in tourism resort, the front officer still had to work even on holidays.

I.2.2. Company Quality Statement

1) Vision

To be the premier club in the region which exceeds customer's expectations

2) Missions

To manage and operate a premier club offering courteous, prompt services with well-maintained within a secure, pleasant and comfortable living environment, creating the best value for our stakeholders and rewarding work environment for our employees

3) Quality Statement

The Batamindo Executive Village quality statement supports the vision of the premier club in the region

4) Quality Policy

We aspire to meet the high expectation of all users of our golf and resort facilities and maintain the image of a premier club

5) Quality Objective

To provide all users with courteous and prompt services, well-maintained facilities, secure, pleasant and comfortable living environment

6) Continuous Improvement

We will strive to continuously improve our processes and services

7) Commitment

a) To continuously upgrade and improve, in keeping with the premier club status

b) To comply with the ISO 9001: 2000 standard and statutory requirements

c) To provide a happy and productive work environment for the staff

I.2.3. SouthLink Country Club Services

1) Golf Course

The main product of SLCC is a golf course. At SouthLinks Country Club, golfers can enjoy a world-class 18-hole golf course with strategically placed bunkers and water hazards designed to challenge even the most seasoned player. A lighting system for the last four holes further allows golfer to extend playtime into the evening

2) Housings

a) Bungalow

The concept design of a bungalow is like a regular house so these bungalows are made for guests who want to stay in place like home (who want to stay in a hommy place). There are 10

units of bungalows. Each unit has two floors and it has 5 or 4 rooms. Usually, these units are used for rental or occupied by guests who bring their families. Location of the bungalow is close to condominium of blocks 5 and 4. It is taken about 4-5 minutes on foot and takes about 2-3 minutes with driving a buggy from the clubhouse to the location of bungalow

b) Condominium

Not far from the clubhouse, there are five luxurious condominium blocks that offer the ultimate in executive living. Designed to suit the modern life style with choice of two and three bedroom units, these three to four storey condominium stands on elevated ground, offering panoramic views of the courses and the distant Singapore skyline. When we see these luxurious condominium set amongst the beauty of the natural surrounds, we will understand why the description of dream home' fits perfectly.

c) Chalet

A quality selection of guest accommodation complemented by unparalleled hospitality services is readily available to suit the varying needs of guest. Apart from 16 units of chalet- style, deluxe-standard rooms with twin-beds, the village also offers 2 spacious and self-sufficient family suites. Each suite has 2 bedrooms (1 on a twins-sharing basis and 1 with a double bed),

a living room, dining quarters and compact, fully-equipped pantry. Chalet units which are sited on the hilly slopes next to the driving range, offer a breathtaking and panoramic view of SouthLinks Country Club.

3) Restaurants

a) Golfer Terrace

Golfer terrace is a restaurant for golfer. The available menu here is both international and local menu. Delivery services to the golf course are available because sometimes a golfer needs to eat or drink something while he or she is playing golf.

b) Naruto Restaurant

Since most of the guests and members in this country club are Japanese, therefore this place provides the Japanese restaurant facilities. They can eat in here after playing golf so they do not need to go to outside

c) Range Café

Range café is a café that was built for golfer which practice their swing at driving range. Therefore, they do not need to order at another restaurant.

4) Meeting Place for Business and Pleasure

SouthLinks is the perfect meeting place for business & pleasure. With the finest golf course in the region, a world class clubhouse and with a comprehensive range of meeting facilities, SouthLinks

caters to all seminars requirements ; be it private meeting of 10 persons, seminar of 200 persons or even a meeting cum golfing retreat. All these supported by well-equipped facilities, even free wireless broadband. Professional management and a team of well-trained staff offer unobtrusive service to make all meeting in here a success, every time

5) Pro shop

SouthLinks Pro Shop carries a wide range of golf equipment from top brands such as Cleveland, Srixon, Xxio and much more. SouthLinks also provides golf club and shoe rental services at an affordable price.

6) Sport and Recreation

a) Sport Gymnasium

Sport Gymnasium is one of Southlinks Country Club facilities. It is a fully equipped gym that will help the guests work up and have a good time of exercising at anytime.

b) Swimming Pool

There is always a swimming pool facility in every international scale inn or resort. So does this place. Do a couple of laps in the pool or soak in some rays at the poolside, the choice is up to the guests. Swimming pool is not only open for guests but it also opens for SouthLinks employees, and it is free of charge but it only opens on Mondays.

c) Tennis Court

Tennis court is one of the facilities provided at Southlinks Country Club. Go to courts with a friend for an energetic game of tennis

d) Snooker Hall

Southlinks Country Club has Snooker hall facilities as well. A fan of cue sports? Have a round or two of pool at SouthLinks Snooker hall.

e) Fishing Pond

For those who love the challenge of fishing, SouthLinks has a pond that's right up guest alley

7) Clubhouse Facilities

a) Palm Spa

Guests can pamper their body with a rejuvenating session at the Palm Spa.

b) Traditional Massage

If a guest feels muscles aching after a full day of golf, an hour of traditional massage will help him/her sooth the pain.

c) Reflexology

A session of reflexology helps to relieves tension, while improving circulation and promoting the natural healing function of the body

d) Karaoke

Guests can join in for a sing of four songs or two in this karaoke facility and let their inner Elvis or Sinatra come alive.

e) Japanese Hot Bath

Relax in SouthLinks traditional Japanese hot baths and guests will be feeling refreshed will get refreshment in no time.

f) Children's Playground

Keep the kids entertained as golfer out on the green perfecting golf swing.

8) Driving Range

If you don't have time for a full game and just want to practice for a golf swing? SouthLinks driving range is perfect place for such situations. Each of the 24 bays is large enough to let guest practice in absolute comfort.

I.2.4. Types of Membership

If a guest becomes a member of Southlinks Country Club the guest will get to enjoy its splendid range of golf and leisure facilities. SouthLinks offers a variety of membership schemes to cater to every individual, such as:

- 1) Individual Membership. Lifetime membership (transferable)
- 2) Corporate Membership. Lifetime membership (transferable),
Corporate A — 2 joint names / Corporate B — 4 joint names

- 3) Term Membership. For a period of 1 year (non-transferable), No monthly subscriptions

I.3. The Significance of the Field Study

There are some benefits gained by the writer viewed from the perspective of her concentration as a front officer after doing the field study at SouthLinks Country Club. Among those benefits are the chance to practice and improve the writer's English speaking ability, the chance to practice and improve her English listening ability, the chance to directly practice how to manage some important documents like what she has learnt in Office Management Subject at her college, and the chance to gain some new knowledge dealing with the responsibilities of a front officer.

The biggest benefit gained by the writer after doing the field study in the company viewed from her concentration in business college chosen by her in D3 English program study is that the writer gains a lot of valuable benefit about the business field, such as: how to run a good company, how to maintain our effort to always keep giving a good service to the customers, and how to promote products to be well-recognized by the public. Another benefit gained by the writer here is that she can directly meet and communicate to some people in business field and most of the businessmen who become the members in the company. The writer can share her ideas and ask the businessmen how to run a good company and it can be a very valuable knowledge to her in the future when she wants to run her own

business. The writer can also practice her knowledge in business field that she gets from the college such as how to make good business letters as what she has learnt in English Correspondent and Business Correspondent subjects.

The benefit gained by the company during the writer conducts the field study there is that the writer's contribution here is really helpful for the company. At that time, there was one of front officer had an annual leave. Therefore, the writer's contribution is really helpful for the company.

Finally, the writer hopes that this paper can give valuable benefits for both the readers and also the lecturers. Hopefully this paper can provide some useful information and valuable experience for readers who want to work in a country club specifically for those who want to work as a front officer. The writer also hopes that this paper can give valuable benefit to the importance of study in English Study Program Diploma 3 Universitas Islam Indonesia Yogyakarta.

CHAPTER II

SUBJECT REPORT

This chapter discussed three points that are related with the topic, they are rationale, review of related literature, and finding and discussion.

II.1. Rationale

Hospitality business becomes a major development nowadays. It can be seen through the development of the newly built hotels. The hospitality is an industrial business which can endure the economic from crisis and bankruptcy situation. The hospitality business has developed more recently because of the increasing needs of the travelers who want to get suitable accommodation services. This business indirectly helps the government in increasing or attracting the foreign and domestic tourists to visit the tourism places in Indonesia. This works the same for the business of golf course and country club. There are many golf courses and country clubs found in Indonesia, especially in the areas which have the tourism potentials and attract many foreign investors and foreign tourists. Basically, the golf course and country club business is built in order to help the businessmen and both the foreign and domestic investors in fulfilling the needs of sport place and accommodation. This business is open or categorized for middle-up society, especially for business executives.

A golf course and country club business has a unique characteristic by combining the tangible products of the company (rooms, meal, and drinks) and the intangible product (hospitality, courtesy, agility, amenity,

etc). As one of the hospitality industries, the golf course and country club has links in all over the world. The image of a company is represented by the individual services given by the staffs. An elegant, comfortable company image can be created by warmly welcoming a guest who arrives at the lobby and offering some helps. On the contrary, if the guest is not warmly welcomed at the first time he/she comes at the lobby, he/she will regard that place as a bad place far from hospitality. Therefore, the negative image will result and it will affect all the services offered. The guest will regard all the location of that place including the staff and the links are not good. The impression and warm welcome to the guests is obtained in their first arrival in the front office since the front office is situated in the front place close to the lobby.

The front office is known as *the first and the last impression of the guest*, which means that front office is the first and the last section dealing with the guests and it is the place in which the guests form their first opinion or impression toward the hotel. Beside its function as a place for receiving guests, a front office also functions as a place for boasting/ supporting the guests' satisfaction. If the guest feels satisfied with the service given, it will create the good image for the company. The satisfaction towards the service given can increase the numbers of guests arrival. To make those things function properly, it needs some qualified staffs in the front office who have good qualification in their physical appearance and know how to do good interaction with people. In other words, a front officer has to know and be

able to perform his/her roles competently in order to obtain guest satisfaction and thus create a good image of the company in general.

Because of the explanation above, for this final report, the writer chooses *The Role of Front Office as an Image Builder at Southlinks Country Club* as the topic. SouthLinks Country Club always tries to give the best service to its guests through the roles of the front office and the facilities provided in the country club. Thus, the writer decided to observe these front office roles as well as the services given in the front office by the staffs at SouthLinks Country Club. Such observations will specifically try to answer the following questions:

“What are the roles of the front office at SouthLinks Country Club?”

II.2. Review of Related Literature

The review of related literature in this chapter discusses several theories related to the topic of this study. There are two main theories used, theories related to the roles of front office in hospitality industries such as hotels and country clubs. And also theories related to customer satisfaction as an image builder.

II.2.1. The Roles of Front Office

According to Vallen (1985:24), front office is the heart and the hub and the nerve center of guest activity. Almost all activities in front office have important roles in the operations of a golf course

and country club. Basically, the activities done in a hotel industry, especially in the front office, are similar to the ones done in the front office of a golf course and country club. Front office department is a department which is directly seen by the guests in a hotel. The main section of front office is the reception desk. This place is usually a place which influences the first impression of the guests towards the hotel and also a place for the information center of the hotel. While Bagyono (2008:21) states that front office is a department which is situated in the very front of a place. This section is the busiest section in a hotel. Because of its location, front office becomes the easiest found and seen department for the guests.

Additionally, according to Richard Sihite (2000), the functions of a front office are:

1. Promoting rooms. The activities done, for examples: receiving the room's orders, registering the guests, blocking the rooms.
2. Giving information about the products, facilities, services, and activities both inside hotel and outside the hotel.
3. Coordinating with other departments and giving the optimal services in order to fulfill the guests' wishes.
4. Reporting the up-to-date status of the rooms.
5. Noting and checking the guests' payment and handling the guests' bank accounts.
6. Making report needed by the hotel.

7. Giving telecommunication services to the guests.
8. Handling the guests's baggage.
9. Handling the guests' complaints.

Front office is one of the departments in Golf Course and Country Club which has the highest tendency in a direct interaction with the customers. This department is responsible for guests' registration, customers' and guests's place allocation to play golf, information of the locker room, payment transaction, housing club's renting and selling, etc. Agus Sambodo & Bagyono (2006:42) describe the roles of a front office as follows:

1. Role as nerve center, Hub & Heart. Hotel is like a body who has a nerve system. The existence of other departments in hotel is like a nerve system. The front office is regarded as the nerve center. If a front office, as a nerve center, does not function properly, it will disturb the other departments' functions.
2. Role as a seller. A front officer should understand the product knowledge provided, including understanding the behavior and desire of the guests as the users.
3. Role as an administrator. The front office is responsible for doing the task dealing with the administrative jobs.
4. The role of of front office as serving coordinator can be seen through the guests arrival. The first coordination begins from the front office. All the information and data of the guests' arrival is

firstly received by the reservation staff and it should be informed and known by all the departments which deal with the serving coordinator.

5. As a source of information. The guests, generally, will contact the front officer when they need something without regarding whether the front officer knows the information or not. The guests consider all the hotel officers as a source of information and they know all the things about hotel and its surrounding area. The role of front office is regarded as the most difficult one since this is the place which forms the guests' opinion.
6. As an image builder. The most difficult task of the front office is as the image builder towards the guests.

Front office department has some important roles and functions in handling services in a golf course and country club. In a famous and international-level golf course and country club, the roles and functions of a front office are obvious, especially in the activities conducted in front desk section. Sugiharto (2000:3-4) proposes some roles of front office as follows:

1. Front office is the central of activities in a hotel.
2. The guests can get the good service in their arrival, during their stay at the hotel, and when they check-out from the hotel.
3. The hotel income is gained through the room rent price since more than half of the income gained from room rent.

4. Front office determines the success of the service, as the first and last impression for the guests.

II.2.2. Service Quality

Tjiptono (2002:60) points out that if the service given by the staff is well-received by the guests, the service quality can be said as 'good' and 'satisfying'. If the service given is beyond the expectation of the guests, it can be said that the service quality is 'ideal'. Conversely, if the service given is lower than is expected, the service quality can be said as 'bad'.

Similarly, Payne (1993:221) describes that the service quality is the beginning of customer satisfaction. The quality and satisfaction of the customer are affect the intensity of the customer' procurement. Based on this theory, the service quality should be oriented to the consumers. The definition above implies that the service quality can be seen by measuring the degree of difference between expectation and the guest's desire with their perception. If the service received by the guests is not suitable with their expectation, the guests will feel dissatisfied. The service provider should identify the guest's desire in service quality.

Based on Gronroos (2004:60) the service quality components consist of 3 (three) components as follows:

1. This component deals with the output of the service quality received by the customers. This quality consist of three components as follows:
 - a. Search quality. This quality can be evaluated by the customers before buying process, for example: price.
 - b. Experience quality. This quality can be evaluated only after the customers buy or consume the service, for example: timeliness, service promptness, and the tidiness.
 - c. Credence quality. This quality is difficult to be evaluated though the customers have already consumed the service, for example: heart operation quality.
2. Functional quality. This quality deals with the quality of service delivery.
3. Corporate image. This includes the profile, reputation, general image, and special appeal/ attractiveness of a company.

The service given to customers indirectly will form the positive image of the company. The positive image can improve or decrease the lack ness of the service. On the contrary, the negative image will worsen the service given. It is because of the positive image will be buffered towards the bad service. The positive image will make the customer more tolerant (Gronroos, 1990:170). .

II.3. Finding and Discussion

II.3.1 Finding

The field study program was conducted for two weeks starting from February 1, 2011 until February 15, 2011. During the field study in SouthLinks Country Club, there were some activities that the writer did. All activities done by the writer were based on the topic chosen. Those activities included doing the observation, distributing of the questionnaire sheets to the customers then collecting them back to be analyzed. In SouthLinks Country Club, the writer was positioned at the front office department. The writer used the same work schedule as the other front officer at this place, which was divided into two shifts. The morning shift starts from 6 am to 2 pm and the afternoon shift starts from 1 pm until 7 pm.

On the 1th day, the writer was introduced to all kind of front office activities. Then, on the 2nd day, the writer was given the orientation / was informed about the job description of a front officer. For the next day until the last day of the field study the writer did the same activities like the other front officers in this place. During the field study, two weeks, the writer observed the front office activities between the customer and front office staff. Finally, two days before the field study finished, the writer distributed questionnaires to the customers in order to observe and find out what are the roles of front office at SouthLinks Country Club.

II.3.1.1. Observation

There are some positions in the front office, such as: reservation manager, field supervisor, phone operator, bellboy/porter, and concierge. Not all of those positions can be found in every hotel. Many hotels have the full-service quality by hiring some complete staff. In some front offices, receptionist, cashier, phone operator, and reservation staff are functioned as the main needs. It works the same as in SouthLinks Country Club, especially in front office department.

However, there are two additional positions found regarding to the need of the company. There are: manifest and GRO. There are five staffs working in the front office. The work schedule here is divided into two shifts: morning and afternoon shifts. Three staffs are stand-by in the front office for the morning shift and two staff are stand-by for the afternoon shift. Therefore, there are six main positions in this place: Receptionist, Reservation, Manifest, Cashier, and GRO (Guest Relationship Officer). Those duties have to be done by one person only. In other words, each staff has to be able to handle all those six duties.

Firstly, the receptionist's task is to warmly welcome the guests, to handle the guests' registration until their turn of playing golf comes, and to offer and promote all the products provided. A receptionist should know all the activities that are being

conducted. These activities can be found by reading the general book since this book provides the up-to-date information. Beside those tasks, a receptionist should also serve the guests and members who will check-in to housing club. Handing and solving the guests' complaint is also a task of a receptionist.

Secondly, a reservation's task is to handle all the orders of the guests who want to play golf. Front office staff is responsible for the incoming order through various methods and sources. A front office staff has an authority to receive and reject the reservation. A reservation can be rejected when the time sheet is already full. In this kind of situation, a front office staff should offer an alternative choice to the guest before directly rejecting the reservation. In handing the reservation, a reservation staff should do some series of duties, such as noting the time sheet, giving written answer or confirmation to the reservation, and archieving the time sheet data. The archieving process should be done accurately to ease the guests' administration when the guests will come to play golf.

Thirdly, the cashier's task is to handle all kind of payment transaction conducted in the front office and to handle the foreign currency exchange. Firstly, a cashier takes the deposit from the safe, then counts the initial capital. In each shift turnover, the staff recounts the capital and the income during the morning shift. It

will be done also by the next staff. On the second shift, after the afternoon shift finished working, they have duty to divide the beginning/ initial capital and the income of the day and put them in different envelopes. The everyday income will be taken by the accounting department on Monday once a week.

Fourthly, the manifest task. Manifest is a name list of Singaporean and Malaysian guests who come by ferry. Besides these name lists, there is also a schedule of time arrival, time departure of the ferry, and the schedule of tee-off for the guests who want to play golf, golf bag number of the guests, the guests' status, and the explanation whether the guests use the ferry provided for coming and going or not. In short, the manifest's task is to manage the arrival and the departure of the guests every day. The manifest officers should also coordinate with the droop officer so that the bag golf of the guests can be set/ arranged well.

Fifthly, the task of GRO is to prepare the facilities to the guests who will come, to escort the guests, and give service information needed, to prepare the score card and locker keys to the guests who come in a group, and to prepare wet towel and welcome drinks to the guests.

Lastly, the phone operator's task is to handle the incoming and outgoing calls. A phone operator should know about the product knowledge since the operator is the main gate of each

call. Another task is to prepare a booklist of the important numbers. A phone operator should be able to handle the problems accurately and promptly, including the complaints of the service and facilities given to the guests. A phone operator should know how to give and receive phone call politely to make a good and positive image for the company.

During the observation of front office activities involving the interaction of customers at front office department, the writer found some interesting things that need to be discussed. It was about the long queue during the payment transaction process conducted. During the process of payment transaction, there were some guests who stood in line in the front office. They stood there to wait their turn for registration and for facilities payment. There were some reasons why this situation occurred.

1. Weekend and Public Holiday

The queue usually happens on public holidays and on weekend. The customers usually come in the morning at 6.30 a.m. until 10 p.m. and it will continue in the afternoon at 12 p.m. until 2 p.m. Almost all the customers, both from foreign and domestic, always come to play golf on weekend and on public holidays. The foreign customers, especially from Singapore and Malaysia, usually come to play before they go for sightseeing in Batam. In the afternoon, the foreign

workers and governmental officers come to play golf at the same time. This congestion makes the customers feel uncomfortable. Because of that Front office manager, together with the front office staffs, are responsible to stand-by on holidays since the manager can help to mitigate the congestion happened in that time.

2. Exchange rate of money

The currency used to do economic transaction especially in Batam is rupiah and Singapore dollar. The exchange rate for each currency always changes every day. SouthLinks Country Club always changes the exchange rate for each currency once a week. These changes make the cashiers find difficulty in counting and it makes the dexterity of counting slower.

3. The different price for each customer

Each customer will be charged differently when he/she wants to play golf. The prices for playing golf on ordinary days, on weekend, and on public holidays are different. This also works for the price between members and ordinary customers. The price for foreign customers who use the ferry facilities and for those who don't will also be different. These differences create problems for the cashiers when they want to do the payment transaction.

The queue/ line in the front office happened because of those reasons above. This condition also affected the job of the cashiers because they had to be very careful. Mistakes in counting will make the customers disappointed and will create customers' complaints. It can disturb the function and the task of the front office. Front office cannot do its duty as an image builder and it makes the customers feel dissatisfied with the service of the front office. Consequently, it can affect the image of the company toward the customers.

II.3.1.2. Questionnaire

In order to find further explanation whether the front office does its role as a good image builder or not, the writer distributes questionnaire to some customers. The role is shown by the service- the best service- given for the customers. There are six statements of which the writer writes on questionnaire. Each statement has four options: Excellent (E), Good (G), Average (A), and Poor (P). The six statements are:

1. Front office department receives and assists the customers, clients, and visitors in polite and pleasant way with a good smile.
2. Front office department can quickly understand any messages delivered by the guest.
3. Front office department has accuracy of administration and follow up

4. Front office department knows how to coordinate with the other departments to make good service for customer.
5. Front office department knows how to maintain and update the information
6. Front office department is always polite and professional in any situation where the image or reputation of the company is represented.

There were fifteen sheets of questionnaire that were distributed to the customer of SouthLinks Country Club. Those questionnaire sheets were distributed to five regular customers (MR) of SouthLinks Country who took long stay in housing club, five regular customers (MG) who did not stay at SouthLinks Country Club, and five customers who were not the members (VR) of SouthLinks Country Club. The distribution way of the questionnaire sheets, in writer's opinion, was accurate since by distributing them based on the different types of the customers, the writer could globally know the assesment of the customers towards the service given by the front office. The writer distributed the questionnaire sheets when the customers registered themselves in the front office. Those sheets, surely, were distributed when the situation in the front office was not so busy.

Having known the customers' answer towards the statements in questionnaire, the writer could analyze whether the front office has

done its duties as the image builder properly or not. To analyze the answer of the statement on the questionnaire, the writer uses Agus Sambodo & Bagyono's theories that there are six categories to determine the role of front office as an image builder at SouthLinks Country Club: as a nerve center, hub & heart, as a seller, as an administrator, as service Coordinator, as sources of information, and as an image builder. The results of the questionnaire are presented in Table 1 and Table 2

Table 1. Average Scores of Respondents Answers Based on the Respondents

| No | Respondent | Question | | | | | | Total | Average score |
|----|------------|----------|---|---|---|---|---------|-------|---------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | | |
| 1 | A | 4 | 4 | 4 | 2 | 4 | 4 | 22 | 3,67 |
| 2 | B | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3,83 |
| 3 | C | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3,83 |
| 4 | D | 4 | 4 | 4 | 2 | 4 | 4 | 22 | 3,67 |
| 5 | E | 3 | 4 | 4 | 3 | 4 | 4 | 22 | 3,67 |
| 6 | F | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3,83 |
| 7 | G | 3 | 4 | 4 | 3 | 4 | 4 | 22 | 3,67 |
| 8 | H | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3,83 |
| 9 | I | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3,83 |
| 10 | J | 3 | 4 | 4 | 3 | 4 | 4 | 22 | 3,67 |
| 11 | K | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 3,67 |
| 12 | L | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 3,83 |
| 13 | M | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 3,83 |
| 14 | N | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 3,67 |
| 15 | O | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 3,67 |
| | | | | | | | Total | 337 | 56,17 |
| | | | | | | | Average | 22,47 | 3,77 |

Note:

1. Score 1 = for poor answers
2. Score 2 = for *average* answers
3. Score 3 = for *good* answers
4. Score 4 = for excellent answers

The lowest total score from the respondents' answers is 22 from a maximum score of 23. Moreover, eight respondent have same score is 22 and 7 respondent have same score too is 23. The average total score from the questionnaires ranges from 3,67 to 3,83 from a maximum of 4. Therefore, from the data presentation above it can be concluded that the role of front office could be done properly since the customers felt satisfied by the service given.

Table 2. Average Scores of Respondents Answers Based on the Questions

| NO | Respondent | Question | | | | | |
|----|----------------|----------|----|----|----|------|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| 1 | A | 4 | 4 | 4 | 2 | 4 | 4 |
| 2 | B | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | C | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | D | 4 | 4 | 4 | 2 | 4 | 4 |
| 5 | E | 3 | 4 | 4 | 3 | 4 | 4 |
| 6 | F | 4 | 4 | 4 | 3 | 4 | 4 |
| 7 | G | 3 | 4 | 4 | 3 | 4 | 4 |
| 8 | H | 4 | 4 | 4 | 3 | 4 | 4 |
| 9 | I | 4 | 4 | 4 | 3 | 4 | 4 |
| 10 | J | 3 | 4 | 4 | 3 | 4 | 4 |
| 11 | K | 4 | 4 | 4 | 3 | 3 | 4 |
| 12 | L | 4 | 4 | 4 | 4 | 3 | 4 |
| 13 | M | 4 | 4 | 4 | 4 | 3 | 4 |
| 14 | N | 4 | 4 | 4 | 3 | 3 | 4 |
| 15 | O | 4 | 4 | 4 | 3 | 3 | 4 |
| | Total | 57 | 60 | 60 | 45 | 55 | 60 |
| | Average | 3,8 | 4 | 4 | 3 | 3,67 | 4 |

Table 3. Respondents Answers in Percentages

| Question | Poor | Average | Good | Excellent |
|-----------------|-------------|----------------|-------------|------------------|
| 1 | | | 20% | 80% |
| 2 | | | | 100% |
| 3 | | | | 100% |
| 4 | | 13,3 | 73% | 13% |
| 5 | | | 33% | 67% |
| 6 | | | | 100% |
| Average | | 13,3 | 42% | 77% |

Based on the table above that the customers who answered the first statement in the questionnaire have a total score of 57 from a maximum score of 60. By percentage, there are 20% of the respondents who answered with *good* and 80% answered excellent Table 3. It can be said that the customers were satisfied with the service given by the front office..

Other statements in the questionnaire, except for statement number 4, have a total score ranging from 55 to 60 from a maximum score of 60. By percentage, 100% of the respondents answered *excellent* for statements 2, 3, and 6. And for the statement number 5, 67% of the respondents are answered excellent and 33% of the respondents are answered good. It means the front office has given the best service in doing its duty as the image builder of the company.

The percentage of answers for statement number 4 is distributed almost evenly with 13,3% of the respondents answered

average, 73% good, 13% excellent. This means that 13, 3% of the respondents are still dissatisfied with the service of the front office staff. However, there are still 73% of the respondents who are satisfied with service of the front office staff. . Based on the answer of the questionnaire from the statement number four, the writer analyzes that the role of front office as a service coordinator does not work properly.

II.3.2. Discussion

From all answers given by the respondents and also the result of observation, the service given by front office to run its duty in SothLinks Country Club can be measured by analyzing the theory of Agus Sambodo and Bagyono on the role of front office.

First role of front office is as nerve center, hub, & heart. The role of front office as nerve center, hub & heart runs well in this company since it is supported both by the writer's observation result and the answers of the questionnaire distributed to the customers and the guests. The first statement reflects that front office departement at SLCC should be able to receive and assists the customers, clients, and visitors in polite and pleasant way with a good smile. Example: when guest and customer come to play golf, a front office departement staff should welcoming them with the best smile and help them in pleasant way. From fifteen

correspondents, thirteen people answered 'excellent' and 'good' and two persons answered 'average'. Although there were only two people who gave the 'average' answer, it did not mean that the role of front office had run well. Those answers can be used for evaluation for front office department of SLCC to do its duties better by improving the best service for its customers so that the company can get the good image.

The second role of front office is as a seller. Front office staff must have knowledge and understand the ins and outs of the product to be sold, including understanding the behavior and guest as the user desires. The second statement reflects that a front officer should be able to know the product knowledge, to fulfill the customers' need, and to solve the problems including the complaints from the customers. Example: when the guest and customer are asking about one of SLCC product, asking about the price and the location, front office should to know all of that answer of that question. As the role of a seller, this role work very well at front office department of SLCC and it is proved by the correspondents' answers in which all respondents answered 'Excellent'. It means the front office has given the best service in doing its duty as the image builder of the company.

Third role is as an administrator. The front office is obliged to carry out tasks associated with the administration. This role

needs the ability to manage and handle all the administrative works properly. All the important documents must be kept and archived accurately to keep them from losing. From the answer of the third statement, the role of front office department at SLCC functions very properly. All of the correspondents answered 'excellent'. However, this answer did not represent the observation result. The result of observation shows that the role of front office in managing the administrative works does not work properly. The writer found out that there was a long queue in the process of the customers' payment transactions. This happened since the officer did not understand and remember the price for each guest who came there. Therefore, to make the transaction process runs well, the officer should understand more and remember the price for each guest to avoid the congestion in front office.

Fourth role is as service coordinator. The role of front office as a coordinator services can be seen from the flow of visitors. The first coordination starts from the front office. All information and data arrival guests enter through the reservation informed and should be known by all related departments. Based on the answer of the questionnaire from the statement number four, the writer analyzes that the role of front office department at SLCC as a service coordinator does not work properly.

There were two person of MR answered 'averages' on questionnaire sheet, eleven people answered 'good' and two persons answered 'excellent'. The reason why the correspondent choose 'average' was because when the member residence asked for transportation service to pick them up from housing club to golf course, the front officer did not inform about it to house keeping department immediately and it made the customers had to wait for a quite long time. Once the information was not well-coordinated, then the complicated work could not be avoided. The impact of this incident did not only affect the other departments, but also the customers. It resulted in the complaints of the customers. Those complaints, unfortunately, could make the image of the company become worse. Therefore, it can be said that the role of front office as service coordinator at SLCC does not work properly. The front officers should have been more dexterous and responsive in coordinating all the responsibilities so that all the incidents above could be avoided.

Fifth role is as sources of information. Guests will generally contact the officer who was in the front office when they need anything, and do not look the type of requires. Guests assume the entire hotel staff is a source of information that knows everything about the hotel. Based on statement number five, all the members of SouthLinks Country Club and the regular customers

answered excellent and good. Which it means the role of front office as a source of information at this place works very properly.

The last role is as an image builder. The role of the front office as the most severe role of a front office is forming an impression for guests. The first and the last image are created in this place. The last statement, “Front office always polite and professional in any situation where the image or reputation of the company is represented,” was answered “excellent” by all of the fifteen respondents. Based on that, writer has an analysis that the role of front office as an image builder works very properly by front office’s services.

From the observation result, the writer found that some customers were not satisfied by front office’s services, but it did not mean that the role of front office was not carried out very properly. Then from the previous analysis, most of the customers answered ‘excellent’ and ‘good’ on the questionnaire sheet. Only two correspondents answered ‘average’. We can say that the role of front office at SouthLinks Country Club works very properly.

CHAPTER III

CONCLUSIONS

At the end of this final paper, the writer can derive some conclusions and suggestions related to the observations done in SouthLinks County Club.

III.1. Conclusion

Based on the result of the writer's field study using two methods, observation and questionnaire, the writer would like to make summarize the following conclusion.

The roles of front office at SouthLinks Country Club (SLCC) are:

1. As an nerve center, hub & heart. Front office is the central of activities that are run at SLCC
2. As a seller. All the staff of front office at SLCC must have knowledge and understand about product knowledge, ins and out of the product to be sold, and handling the guest complain
3. As a an administrator. The front office is responsible for doing the task dealing with the administration, such as: nothing and checking the guest payment and handling the guest bank account
4. As a service coordinator. Cordinating with other departements to get the optimal services in order to fulfill the guest needed
5. As a source information. Front office is source information that knows everything about the hotel
6. As a an image builder. Front office as the most severe role is forming an impression for guests

III.2. Suggestions

There are two suggestions that can be offered based on the analysis of observation and questionnaire result. The suggestions offered/ provided by the writer are as follows:

First, as an effort to increase effectiveness in order to achieve service standards and gain a good impression for the realization of a positive image of the company, there are some things that SouthLinks Country Club management should change dealing with the systematic about financial transactions summing guests account. The thing which should be replaced is a tool or medium used, and it should be replaced with more sophisticated technologically advanced tools. Moreover, subscription card is needed to install guest code directly on what price they pay every time they use the company's facilities, so when guests come and make transactions, it can be seen directly or automatically how much the guest should pay. Therefore, the congestion that occurs when the transaction is being conducted can be avoided.

Next, the roles of front office which have already done properly should be maintained. Furthermore, to improve the ability and skill of the staffs, company management should send them to some trainings and workshops on how to properly run their duties and roles as an image builder of the company. By these, it is hoped that the good image of the company can be achieved successfully.


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Appendix A Certificate of Field Study



Appendix B Bill Member/ Guest



SOUTHLINKS
COUNTRY CLUB - BATAM

BILL
Member/Guest Copy

No.: **05369**

Date : 08 Sep 2011
 Member : 200852
 Booked by : Noni
 Course :
 Holes : 18

***** PAYMENT CHIT *****

Chit No : 00088309/00000015
 MR ROLF STOCKER
 Date : 08 Sep 2011

| Item | Amount (SGD) |
|-------------------------|--------------|
| Buggy 18h | 18.50 |
| Caddy 18h | 18.00 |
| Golf Insurance | 1.00 |
| C/L 200852 ROLF STOCKER | 27.50 |
| <hr/> | |
| TOTAL | 0.00 |
| IDR | 0.00 |
| <hr/> | |
| Price Included | |
| Tax | 3.32 |

PT. Batamindo Executive Village
 Jalan Gajah Mada Km 9, Sei Ladi Sekupang Batam 29422, Indonesia
 Tel: 011-778-324128 / 324168 Fax: 011-778-323849
 1 Maritime Square #09-58, HarbourFront Centre, Singapore 099253
 Tel: (65) 6270 0062, Hp: (65) 9730 7033 Fax: (65) 6270 0029

Appendix C Starter Sheet

SOUTHLINKS HOUSING STATUS
Update as at 29 July 2011

Bungalow

| No | Unit | Owner | Name | | Contract | | Remarks |
|----|--------|----------|---------|--------|----------|-----|---------|
| | | | Company | Tenant | Start | End | |
| 1 | LOT 10 | S. Hamid | Vacant | | | | |
| 2 | LOT 11 | S. Hamid | Vacant | | | | |
| 3 | LOT 8 | STIC | Vacant | | | | |

Condominium (3 Bed Rooms)

| No | Unit | Owner | Name | | Contract | | Remarks |
|----|---------|---------------|---------|--------------------------|----------|----------|---------|
| | | | Company | Tenant | Start | End | |
| 1 | #03-105 | BEV | Gorgon | Andrew Thurlow & Maekhri | 3/1/2011 | 2/1/2012 | |
| 2 | #03-303 | BEV | Vacant | | | | |
| 3 | #03-305 | BEV | Vacant | | | | |
| 4 | #02-105 | Safra | Vacant | | | | |
| 5 | #04-303 | Craig Gilbert | Vacant | | | | |

Condominium (2 Bed Rooms)


| No | Unit | Owner | Name | | Contract | | Remarks |
|----|---------|-----------------|-----------------------------------|------------------|------------|------------|----------------------|
| | | | Company | Tenant | Start | End | |
| 1 | #01-305 | BEV | SouthLinks | James Wee | | | |
| 2 | #01-301 | BEV | SouthLinks | Chonabayashi | | | |
| 3 | #01-107 | BEV | PT. Petrotech | Trevor Kenneth G | 01/04/11 | 31/03/12 | |
| 4 | #01-407 | BEV | ExxonMobil Esso Australia Pte.Ltd | Jason Borg | 07/05/10 | 31/9/2011 | |
| 5 | #02-503 | BEV | Gorgon | Michael Thompson | 19/3/2011 | 18/3/2012 | |
| 6 | #01-401 | BEV | Woodside Energy Pte. Ltd | Dennis Hulmes | 21/06/10 | 30/11/11 | |
| 7 | #02-501 | BEV | Vacant | | | | |
| 8 | #01-501 | BEV | PT. FOSTER ELECTRIC INDONESIA | H. Nakanishi | 29/09/10 | 28/09/11 | |
| 9 | #01-503 | BEV | ExxonMobil Esso Australia Pte.Ltd | Gerry Fahy | 1/1/2011 | 31/08/11 | |
| 10 | #01-101 | BEV | Vacant | | | | Handover from Surtec |
| 11 | #01-303 | Rina | Gorgon | Tony Walker | 03/01/11 | 02/01/12 | |
| 12 | #02-505 | Surya Teknologi | ExxonMobil Esso Australia Pte.Ltd | Denis Hayden | 1/1/2011 | 31/08/11 | |
| 13 | #03-301 | Safra | Vacant | | | | |
| 14 | #03-507 | Ms.Kong | Gorgon | Allan Thorpe | 12/12/10 | 11/12/2011 | |
| 15 | #02-303 | Ms. Tati | Vacant | | | | |
| 16 | #01-403 | BIC | Gorgon | George O Hair | 01/12/10 | 30/11/2011 | |
| 17 | #02-201 | Pek Juan | Gorgon | Gustavo Pulgar | 19/12/2010 | 18/12/2011 | |
| 18 | #01-201 | Bp. Santos Loy | Gorgon | George Cameron | 22/12/2010 | 21/12/2011 | |
| 19 | #01-207 | Jim Kerry Lee | Gorgon | David Messic | 27/12/2010 | 26/12/2011 | |

Chalet

| No | Unit | Owner | Name | | Contract | | Remarks |
|----|--------------|-------|--------------------------|-----------------|----------|------------|---------|
| | | | Company | Tenant | Start | End | |
| 1 | Bangau 1-2 | BEV | Vacant | | | | |
| 2 | Bangau 3-4 | BEV | Woodside Energy Pte. Ltd | Bill Humphrys | 01/08/10 | 31/11/11 | |
| 3 | Nuri 1-2 | BEV | | Stuart Kay | 09/05/10 | 10/08/11 | |
| 4 | Nuri 3-4 | BEV | Vacant | | | | |
| 5 | Pipit 1-2 | BEV | Vacant | | | | |
| 6 | Pipit 3-4 | BEV | Woodside Energy Pte. Ltd | Guntur Rudy | 01/10/10 | 15/08/11 | |
| 7 | Camar | BEV | Woodside Energy Pte. Ltd | Peter Plechter | 09/09/10 | 31/10/2011 | |
| 8 | Merak | BEV | Woodside Energy Pte. Ltd | Bill Stephenson | 01/10/10 | 31/07/11 | |
| 9 | Rajawali 1-2 | BEV | SouthLinks | Prihartati | | | |
| 10 | Rajawali 3-4 | BEV | SouthLinks | Pang Qi Voon | | | |

Appendix D Manifest Singapore to Batam

11.3.7



MANIFEST
SINGAPORE TO BATAM

S/N:

DEPARTURE DATE : 04 SEPT 2011
FERRY DEP. TIME : 08:15HRS

DAY: SUNDAY
FERRY NAME : BATAMFAST

| S/N | NAT | NAME | NON VOA. | MEM / ME | VISA US\$10 | VISA US\$25 | MEM NO./ GUEST | TES-OFF | BAG NO. | CHARGE | REMARKS |
|-----|-----|--------------------|----------|--------------|-------------|-------------|----------------|---------|-----------------|--------|--------------|
| 1 | JP | ATSUMEDA TSUTOMU | | CONCEPT | | | GUEST | 08:35 | 4500 | | CHARGE 2 WAY |
| 2 | JP | KAZUNORI HASHIMOTO | | 15:00 | | | GUEST | 08:35 | 4501 | | CHARGE 2 WAY |
| 3 | JP | TAKESHI KIMOTO | | | | | GUEST | 08:35 | 4502 | | CHARGE 2 WAY |
| 4 | FR | DUCROcq ALEXIS | | 17:00 | | | GUEST | 08:42 | 4504 | | CHARGE 2 WAY |
| 5 | FR | MOINIER FABIAN | | | | | GUEST | 08:42 | NO BOOK 4505 | | CHARGE 2 WAY |
| 6 | JP | NEMOTO YASUHIRO | | | | | GUEST | 08:49 | 4495 | | CHARGE 2 WAY |
| 7 | JP | MASAHIRO KIMURA | | 15:00 | | | GUEST | 08:49 | 4496 | | CHARGE 2 WAY |
| 8 | JP | OISHI MINORU | | | | | GUEST | 08:49 | 4497 | | CHARGE 2 WAY |
| 9 | CH | MICHAEL KUSCHEL | | | | | GUEST | TBA | 4506 | | CHARGE 2 WAY |
| 10 | CH | ROGER FEYBLI | | | | | 200851 | TBA | 4507 | | CHARGE 2 WAY |
| 11 | JP | KISHIDA FUMIAKI | | 79-06 | | | GUEST | 08:56 | 4508 | | CHARGE 2 WAY |
| 12 | JP | TOKURA HIROSHI | | 15:00 | | | 300100 | 08:56 | 4503 | | CHARGE 2 WAY |
| 13 | JP | HANNYA MASAYUKI | | 79-50 | | | 300156 | 08:56 | 4510 | | CHARGE 2 WAY |
| 14 | JP | FUJIMOTO MANABU | | | | | GUEST | 08:56 | 4511 | | CHARGE 2 WAY |
| 15 | JP | MURAKAMI SHIGEO | | 10-20-50 | | | GUEST | TBA | 4514 | | CHARGE 2 WAY |
| 16 | JP | ISHIKAWA ICHIRO | | 181-00-18-20 | | | GUEST | TBA | 4515 | | CHARGE 2 WAY |
| 17 | JP | SAKAMOTO YOSHITAKA | | 186-50 | | | GUEST | TBA | 4516 | | CHARGE 2 WAY |

GOLFERS #1 -#3 ARE FROM CONCEPT GOLF PLS BOOK RETURN FERRY AT 1500HRS
 ANY INFOR FOR GOLFERS #4 -#5 PLS REF TO MR IYAN
 PLEASE BOOK RETURN FERRY AT 1500HRS FOR GOLFERS #6 - #8

TOTAL PAXS: 17

TOTAL BAGS: 16

Appendix E Manifest Batam to Singapore

11-3.8

FERRY TIME : 15:00 Bus Time : 14:20
 Date/Day : 09/09/11 Receptionist : INTAN

| NO. | NAME | FERRY TIME | | BAG NUMBER | FERRY TICKET | REMARKS |
|-------|--------------------|------------|------------|------------|--------------|---------|
| | | Arrival | Departure | | | |
| 1 | Shunzuke Zamada | 03/09/11 | - | 4188 | | |
| 2 | Pang Kok Sun | | | 4189 | | |
| 3 | Ashitaka Tsutomu | CONCEPT | GROUP | 4500 | | |
| 4 | Kazunori Hashimoto | | | 4501 | | |
| 5 | Takeshi Kimoto | | | 4502 | | |
| 6 | Nemoto Yasuhiro | NEMOTO | GROUP | 4495 | | |
| 7 | Masahiro Kimura | | | 4496 | | |
| 8 | Oishi Minoru | 8:15 | | 4497 | | |
| 9 | Kishida Fumiko | | | 4503 | | |
| 10 | Takura Hiroshi | TOFURA | GROUP | 4509 | | |
| 11 | Hannya Masayuki | | | 4510 | | |
| 12 | Fujimoto Marabu | 8:15 | | 4511 | | |
| 13 | Hong Gue Hua | INDAH | PURI GUEST | PIS COT. | | |
| 14 | Chau Poh Yng | | | | | |
| 15 | Dei Pei Yuan | | | | | |
| 16 | Hung Chi Chung | | | | | |
| 17 | Roger Fogli | | | | | |
| 18 | Michael Fushel | | | | | |
| 19 | | | | | | |
| 20 | | | | | | |
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| 23 | | | | | | |
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| 36 | | | | | | |
| 37 | | | | | | |
| 38 | | | | | | |
| 39 | | | | | | |
| 40 | | | | | | |
| TOTAL | | | | | | |

Note 1 This form must be faxed to Sekupang Office 1 hour before departure time
 2 Any changes (cancellation/additional/last minutes booking) must be communicate by phone between FO and Sekupang And FO must submit updated form 30 mnts before ferry departure
 Cc Bag Attendant

Appendix F Confirmation Booking Batam Golf Sensation Package

CONFIRMATION BOOKING SL-IPGR-VISTA 2D1N BATAM GOLF SENSATION PACKAGE CXL

IPGR Singapore Office Tel: +65 6270 0533 Fax No: +65 6271 9036 Clubhouse Reception Tel: +62 778 323 702/3
 Email: marketing@indahpuri.com; golf@indahpuri.com Website: www.indahpuri.com 11.3.6

| FAX TRANSMISSION | |
|---|-------------------------------------|
| To: Southlinks Golf (Tel: +62 778 324128/168) (Fax: +62 778 323 849) (sales@southlinksgolf.com) | Date: 26 Aug 2011 |
| To: Swiss Inn Hotel | From: Indah Puri Golf Resort (IPGR) |

A. RE: BOOKING CONFIRMATION (For Official use Only) **CONFIRMATION NUMBER: IPGR00003/00009-2011**

PACKAGE: _____ DATE CONFIRMED: **26 August 2011**

Payment Mode: CASH ONLY Total No. of Golfers: 4GOLFERS

Total Amount Payable: _____ Total No. of Non-Golfers: NIL

OR Number: To Be Issued

B. Thank you for your booking. We look forward to meeting you at: (For Official Use Only)

| <u>FROM SINGAPORE</u> | <u>HOTEL</u> |
|--|---|
| Arrival Date: <u>07 September 2011, Wednesday</u> | Check in Date/Time: <u>07 September 2011, Wednesday</u> |
| Ferry Time: <u>0920rs Batamfast Ferry</u> | Check out date/Time: <u>08 September 2011, Thursday</u> |
| Departure Date: <u>08 September 2011, Thursday</u> | Room Confirmation No.: _____ |
| Ferry Time: <u>1500hrs Batamfast Ferry</u> | _____ |
| <u>VISA ON ARRIVAL</u> | Total No. of Room/s: <u>2 Superior Room (Twin-Sharing Room)</u> |
| No. of Pax: <u>NIL</u> | _____ |
| VOA Fee Applicable: <u>NIL</u> | _____ |


| <u>1st DAY</u> | <u>2nd DAY</u> |
|---|--|
| Day/Date: <u>07 September 2011, Wednesday</u> | Day/Date: <u>08 September 2011, Thursday</u> |
| Golf Course: <u>Indah Puri Golf Resort</u> | Golf Course: <u>Southlinks Country Club</u> |
| Tee Off Time: <u>09:44am (Batam time)</u> | Tee Off Time: <u>08:00am (Batam time)</u> |

C. Kindly furnish complete passport details below at least 3 days before departure; passport expiry must have a minimum of 6 months validity from the date of travel. (For Golfers to Fill Up – Please put Organiser's Name on the First Row)

| NAME AS IN PASSPORT | GENDER | DATE OF BIRTH | PASSPORT NUMBER | PASSPORT EXPIRY | NATIONALITY | HC | CONTACT NO. |
|---------------------|--------|---------------|-----------------|-----------------|-------------|----|-------------|
| TAN EE SENG | M | 10.08.1950 | E0628061E | 07.09.2013 | SINGAPOREAN | 11 | |
| WEE KIM ANN | M | 13.06.1945 | S0261171F | 08.06.2014 | SINGAPOREAN | 11 | |
| SOH MENG KONG | M | 23.02.1940 | E2488568J | 22.11.2016 | SINGAPOREAN | 20 | |

Created on 03 Nov 2010

Appendix G Field Study Journal






PROGRAM STUDI
BAHASA INGGRIS DIPLOMA 3
FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA
UNIVERSITAS ISLAM INDONESIA



**BUKU CATATAN
PRAKTEK KERJA
LAPANGAN**

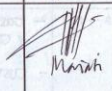

Nama : Zuhairahy Hafidhina
No. Mahasiswa : 08221015
Dosen Pembimbing :



Lokasi Praktek :
PT. RATAMINDO Exclusive Village

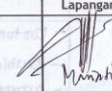

Jl. Demangan Baru No. 24 Yogyakarta
Telp. (0274) 540254, 7102464, Fax. (0274) 540254
Email: d3bahasa@uii.ac.id



| No. | Tanggal - Jam | Kegiatan | Hasil | Tanda Tangan | |
|-----|---------------------------------------|---|-------|---|-----------------|
| | | | | Pembimbing Lapangan | Pembimbing TABS |
| 1. | 01 - Februari - 2011 08:00 - 04:30 | - Introduction | |  | |
| 2. | 02 - Februari - 2011 08:00 - 04:30 | - Orientation about job description | |  | |
| 3. | 03 - Feb - 11 06:00 - 14:00 | - Key in self Booking for next day in computer. / system | |  | |
| 4. | 04 - 02 - 11 06:00 - 14:00 | - Handling manifest for member and guest who will return to Singapore - arrange transportation for member and guest from club house to ferry terminal. | |  | |

| No. | Tanggal - Jam | Kegiatan | Hasil | Tanda Tangan | |
|-----|---------------|--|-------|---|-----------------|
| | | | | Pembimbing Lapangan | Pembimbing TABS |
| 5. | 05 - 02 - 11 | * Prepare - Locker key - score card * Handling member and guest who will check-in into Chalet. | |  | |
| 6. | 06 - 02 - 11 | * Handling manifest for member and guest who will return to Singapore * arrange transportation for member and guest from club house to ferry terminal | |  | |

| No. | Tanggal - Jam | Kegiatan | Hasil | Tanda Tangan | |
|-----|---------------|---|-------|---|-----------------|
| | | | | Pembimbing Lapangan | Pembimbing TABS |
| 07 | 07 - 02 - 11 | <ul style="list-style-type: none"> - Customer service - Handle telephone - Check duty officer | |  | |
| 08 | 08 - 02 - 11 | <ul style="list-style-type: none"> - Daily activity - customer service - Handle telephone / operator | |  | |

| No. | Tanggal - Jam | Kegiatan | Hasil | Tanda Tangan | |
|-----|---------------|---|-------|---|-----------------|
| | | | | Pembimbing Lapangan | Pembimbing TABS |
| 09 | 10 - 02 - 11 | <ul style="list-style-type: none"> - Cashier - Count capital from safety box - Customer service - Handle Telephone / operator | |  | |
| 10 | 11 - 02 - 11 | <ul style="list-style-type: none"> - Customer service - daily activity - operator - Shelf case | |  | |

| No. | Tanggal - Jam | Kegiatan | Hasil | Tanda Tangan | |
|-----|-------------------------|--|-------|---|-----------------|
| | | | | Pembimbing Lapangan | Pembimbing TABS |
| 11. | 12-02-11 10:00-18:00 | - Customer service - Handle telephone/operator - Daily activity | |  | |
| 12. | 13-02-11 10:00-18:00 | * Key in clubhouse daily expenses file in computer. Explain: budget expenditure | |  | |

| No. | Tanggal - Jam | Kegiatan | Hasil | Tanda Tangan | |
|-----|---------------|---|-------|---|-----------------|
| | | | | Pembimbing Lapangan | Pembimbing TABS |
| 13. | 14-02-11 | - Customer service - cashier - operator - daily activity | |  | |
| 14. | 15-02-11 | * Key in golf bookings for next days in computer / sys term * Make cashier Remittance envelope | |  | |

Appendix J Questionnaires

①

Questionnaire

Guest Name : .. *Huong... Qu. Hoa*

Civilization : .. *Vietnam*

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
2. Front office department can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
3. Front office department has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
4. Front office knows how to coordinate with the other departments to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : Pages Febl
Civilization : Australian

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

2. Front office departement can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

3. Front office departement has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

4. Front office knows how to coordinate with the other departements to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : ..*Budi Arjadi*.....

Civilization : ..*Indonesian*.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

2. Front office departement can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

3. Front office departement has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

4. Front office knows how to coordinate with the other departements to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : .. *Davis B. Bac*

Civilization : .. *Foran*

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

2. Front office departement can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

3. Front office departement has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

4. Front office knows how to coordinate with the other departements to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

5

Questionnaire

Guest Name : Ismed Abdullah

Civilization : Indonesian

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
2. Front office departement can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
3. Front office departement has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
4. Front office knows how to coordinate with the other departements to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : ... *Bill Stephenson*

Civilization : *England*

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.

- a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

2. Front office department can quickly understand any messages delivered by the guest.

- a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

3. Front office department has accuracy of administration and follow up.

- a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

4. Front office knows how to coordinate with the other departments to make good service for customer.

- a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

5. Front office knows how to maintain and update the information.

- a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.

- a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : Guntur Rudy

Civilization : Indonesian

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.

| | | | |
|------------------|--|----------------|-------------|
| a. Excellent (E) | <input checked="" type="radio"/> b. Good (G) | c. Average (A) | d. Poor (P) |
|------------------|--|----------------|-------------|

2. Front office departement can quickly understand any messages delivered by the guest.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

3. Front office departement has accuracy of administration and follow up.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

4. Front office knows how to coordinate with the other departements to make good service for customer.

| | | | |
|------------------|--|----------------|-------------|
| a. Excellent (E) | <input checked="" type="radio"/> b. Good (G) | c. Average (A) | d. Poor (P) |
|------------------|--|----------------|-------------|

5. Front office knows how to maintain and update the information.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

8

Questionnaire

Guest Name : *Peter... Plechter*.....

Civilization : *Malaysian*.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
2. Front office departement can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
3. Front office departement has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
4. Front office knows how to coordinate with the other departements to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

9

Questionnaire

Guest Name : H. Nakanishi.....

Civilization : Japanese.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
2. Front office department can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
3. Front office department has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
4. Front office knows how to coordinate with the other departments to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : *Mr. Trevor Kenneth G.*

Civilization : *American*.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.

| | | | |
|------------------|--|----------------|-------------|
| a. Excellent (E) | <input checked="" type="radio"/> b. Good (G) | c. Average (A) | d. Poor (P) |
|------------------|--|----------------|-------------|

2. Front office department can quickly understand any messages delivered by the guest.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

3. Front office department has accuracy of administration and follow up.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

4. Front office knows how to coordinate with the other departments to make good service for customer.

| | | | |
|------------------|--|----------------|-------------|
| a. Excellent (E) | <input checked="" type="radio"/> b. Good (G) | c. Average (A) | d. Poor (P) |
|------------------|--|----------------|-------------|

5. Front office knows how to maintain and update the information.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.

| | | | |
|---|-------------|----------------|-------------|
| <input checked="" type="radio"/> a. Excellent (E) | b. Good (G) | c. Average (A) | d. Poor (P) |
|---|-------------|----------------|-------------|



Questionnaire

Guest Name : *A. Suda*.....

Civilization : *Japanese*.....

Excellent (E), Good (G), Average (A), and Poor (P)

- 1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

- 2. Front office department can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

- 3. Front office department has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

- 4. Front office knows how to coordinate with the other departments to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

- 5. Front office knows how to maintain and update the information.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

- 6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : H. Teramoto.....

Civilization : Japanese.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
2. Front office department can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
3. Front office department has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
4. Front office knows how to coordinate with the other departments to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
5. Front office knows how to maintain and update the information.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : Masahiro Kimura.....

Civilization : Japanese.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
2. Front office department can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
3. Front office department has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
4. Front office knows how to coordinate with the other departments to make good service for customer.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
5. Front office knows how to maintain and update the information.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)
6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

Questionnaire

Guest Name : Simon Toh.....Civilization : Singaporean.....

 Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office department receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.

| | | | |
|---|-----------------------------------|--------------------------------------|-----------------------------------|
| <input checked="" type="radio"/> a. Excellent (E) | <input type="radio"/> b. Good (G) | <input type="radio"/> c. Average (A) | <input type="radio"/> d. Poor (P) |
|---|-----------------------------------|--------------------------------------|-----------------------------------|

2. Front office department can quickly understand any messages delivered by the guest.

| | | | |
|---|-----------------------------------|--------------------------------------|-----------------------------------|
| <input checked="" type="radio"/> a. Excellent (E) | <input type="radio"/> b. Good (G) | <input type="radio"/> c. Average (A) | <input type="radio"/> d. Poor (P) |
|---|-----------------------------------|--------------------------------------|-----------------------------------|

3. Front office department has accuracy of administration and follow up.

| | | | |
|---|-----------------------------------|--------------------------------------|-----------------------------------|
| <input checked="" type="radio"/> a. Excellent (E) | <input type="radio"/> b. Good (G) | <input type="radio"/> c. Average (A) | <input type="radio"/> d. Poor (P) |
|---|-----------------------------------|--------------------------------------|-----------------------------------|

4. Front office knows how to coordinate with the other departments to make good service for customer.

| | | | |
|--|--|--------------------------------------|-----------------------------------|
| <input type="radio"/> a. Excellent (E) | <input checked="" type="radio"/> b. Good (G) | <input type="radio"/> c. Average (A) | <input type="radio"/> d. Poor (P) |
|--|--|--------------------------------------|-----------------------------------|

5. Front office knows how to maintain and update the information.

| | | | |
|--|--|--------------------------------------|-----------------------------------|
| <input type="radio"/> a. Excellent (E) | <input checked="" type="radio"/> b. Good (G) | <input type="radio"/> c. Average (A) | <input type="radio"/> d. Poor (P) |
|--|--|--------------------------------------|-----------------------------------|

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.

| | | | |
|---|-----------------------------------|--------------------------------------|-----------------------------------|
| <input checked="" type="radio"/> a. Excellent (E) | <input type="radio"/> b. Good (G) | <input type="radio"/> c. Average (A) | <input type="radio"/> d. Poor (P) |
|---|-----------------------------------|--------------------------------------|-----------------------------------|

Questionnaire

Guest Name : Ang... Poh... hng.....

Civilization : Singaporean.....

Excellent (E), Good (G), Average (A), and Poor (P)

1. Front office departement receives and assists the customers, clients, visitors in polite and pleasant way with a good smile.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

2. Front office departement can quickly understand any messages delivered by the guest.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

3. Front office departement has accuracy of administration and follow up.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

4. Front office knows how to coordinate with the other departements to make good service for customer.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

5. Front office knows how to maintain and update the information.
a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)

6. Front office is always polite and professional in any situation where the image or reputation of the company is represented.
 a. Excellent (E) b. Good (G) c. Average (A) d. Poor (P)