

CHAPTER II

LITERATURE REVIEW

This chapter will follow the definition of each variable such as student experiences, internship program, the definition of front office department, Aston Denpasar Hotel.

2.1 Students Experiences

According to Soejatminah, (2012) from Deakin university student experience encompasses the whole experience that students have during their studies, not only the time spent in the classroom, but also outside the classroom. This includes access to facilities and resources provided by the institution, as well as interactions with lecturers, staff and peers. These aspects contribute to a complete and holistic learning experience for each student during their education. While research conducted by Raposa et al., (2021) defines the student experience as “the emotional strength, expectations, and psychological well-being that students experience, which will ultimately affect student learning, engagement, and overall well-being.

The student experience encompasses the entirety of a student's experience during their studies, including academic, social, and extracurricular experiences (Russell et al., 2010). Students have certain expectations before starting their studies. During the education process, they experience various experiences, both positive and negative. After graduation, they have their own perceptions of the overall experience they have undergone. The overall experience includes initial expectations, the learning process, interactions with teachers and peers, extracurricular activities, and academic and non-academic achievements (Elsharnouby, 2015). These experiences can shape their views on educational institutions and the learning process.

Based on several definitions from these sources, it can be concluded that “student experience” refers to the overall multidimensional experience that students have during their studies, including academic, social, emotional, and personal development aspects.

2.2 Internship Program

Internship programs are learning opportunities for students to gain practical work experience in a specific industry or field. The program allows participants to apply academic knowledge in a real work environment, develop professional skills, and build networks that are useful for their future careers (Okolie et al., 2020).

The Department of English Education offers a partnership program called the Center of Excellence for Hospitality. This program provides on-the-job training for students in areas like housekeeping, front desk operations, and food and beverage service. The goal is to integrate students into the workforce by giving them practical experience in the hospitality industry through this collaboration.

Under this partnership, students gain knowledge and hands-on experience in hospitality services and related fields. The Center of Excellence provides guidance and support to the students during their training to help them develop the necessary skills for successful careers.

This is the first such collaboration between the English Education department and the workforce, specifically with three hotels: Aston Inn Batu, The Onsen Resort, and Samara Resort. It's a mutually beneficial arrangement students get valuable work experience, while the hotels gain extra staff and resources to assist with projects.

Overall, this cooperation between the university and the hospitality industry offers a great opportunity for students to gain real-world experience in their field of study. The previous CoE internship program lasted for 6 weeks at three selected hotels: Aston Inn Batu, The Onsen Resort Batu, and Samara Hotel and Resort Batu after which the next internship of the CoE program was carried out for 6 months at the hotel suggested by the teachers for CoE students. Therefore, the author began his internship journey at Aston Denpasar Hotel & Convention Center located in the province of Bali, Denpasar, under the leadership of Mr. Gede Ady Suardy as General Manager.

2.3 The Definition of Front Office Department

The front office department of a hotel serves as the main point of contact for guests. It is responsible for overseeing check-in and check-out procedures, managing reservations, offering information, and addressing guest issues. This department is essential for ensuring customer satisfaction and the smooth operation of the hotel (Rao, 2013). In hospitality management, the front office acts as the initial point of contact with guests, ensuring smooth operations from check-in to check-out. It plays a crucial role in creating a welcoming environment and delivering prompt service to improve guest satisfaction. (Jones, 1999)

It can be concluded that the hotel front office is part of the hotel that serves as the main point of contact between guests and the hotel itself. Its main functions include the check-in and check-out process, room reservations, guest management, information services, as well as handling guest complaints and requests. In general,

the front office has a vital role in providing the first impression and best service to guests, which ultimately affects the image and reputation of the hotel.

2.4 Aston Denpasar Hotel

Aston Denpasar is a 4-star hotel located on Jalan Gatot Subroto Barat, Denpasar, Bali. The hotel is part of the Aston International hotel chain based in Indonesia. The hotel was established in 2012 and began operations in the same year. Aston Denpasar offers various facilities such as a swimming pool, fitness center, restaurant, and meeting rooms (Hotels, n.d.).

2.4.1 History of Aston

Originally from Hawaii where Charles Brookfield was previously President of Aston Hawaii, he moved to Indonesia in 1998 to develop the Aston Company in Asia. He first concentrated on city centers, which included service apartments and resorts and one of them in the Bali area. Aston was the first company in Indonesia to redefine the serviced apartment concept into a day hotel and extended stay facility. A strategy that redefines the apartment industry. (Masruri, n.d.)

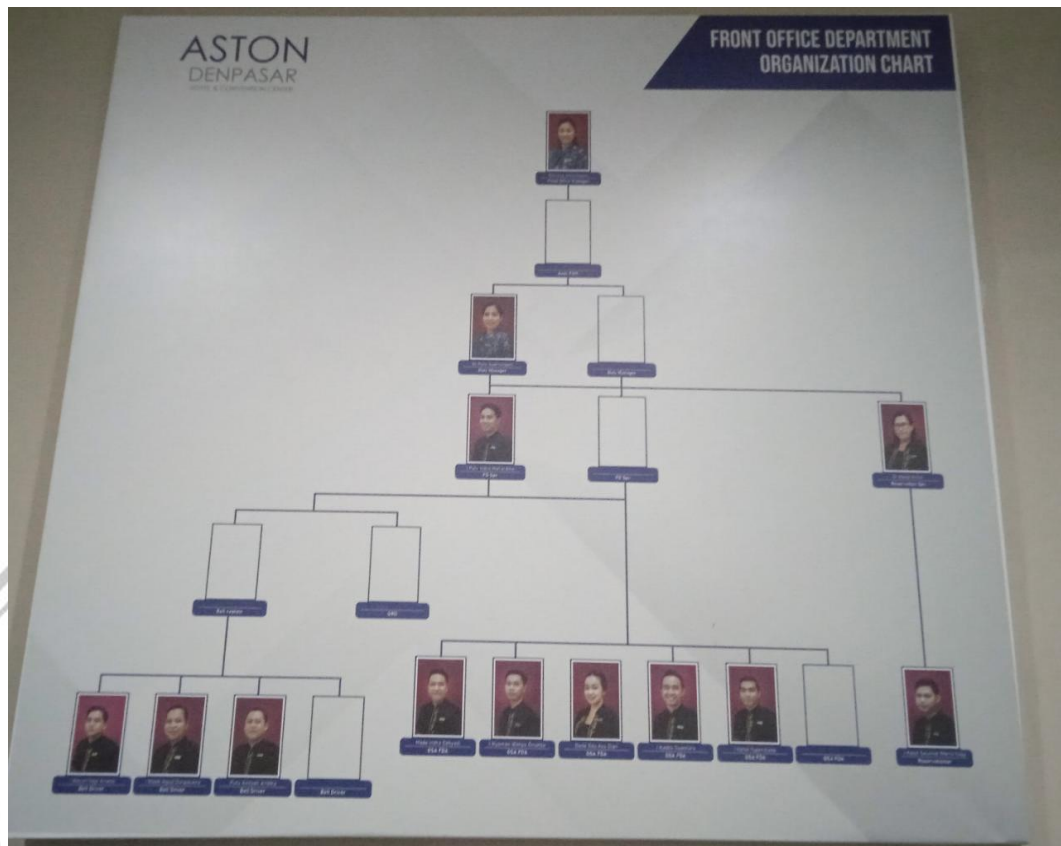
Aston has now changed its name to Archipelago international, which holds several international brands, as shown below:



Picture 1. Archipelago Brand International

Archipelago International is a hotel management company that oversees various hotel brands in Southeast Asia, including the Aston brand. In 2013, Archipelago International began replacing some Aston properties with newer and more diverse brands like favehotel, Harper, Quest, NEO, and Alana. This change was part of the company's strategy to expand its portfolio and cater to different market segments, from budget to luxury. While some hotels still use the Aston brand, many have been rebranded under Archipelago International to reflect the company's evolution and growth in the hospitality industry (Jaya Saputra & Djumarno, 2021).

2.4.2 Organizational Structure of Aston Denpasar Hotel



Picture 2. Organizational Structure of Aston Denpasar Hotel

There are several explanations regarding the organizational structure which have been explained by the Aston Hotel Denpasar (Hotels, n.d.), including:

1. Front Office Manager

The front office manager is tasked with managing, organizing, and ensuring that all operations carried out by the front office team run smoothly and are under control. The front office manager must also direct and supervise the performance of the staff under them. The front office manager needs to have a positive impression to create customer satisfaction in their work area.

2. Assistant Front Office Manager

The assistant front office manager is tasked with overseeing the smooth running of the daily front office operational activities and assisting the manager in leading the Front Office department. The assistant front office manager is also responsible for replacing the front office manager's position if they are not in charge.

3. Duty Manager

The duty manager is the representative of management in terms of controlling the work of employees during working hours. The duty manager has the authority from the company to make the best decisions.

4. Reservation Supervisor

The reservation supervisor is tasked with monitoring, processing all room reservations accurately, supervising the work of reservationists, and together carrying out tasks in room reservations through telephone, email, company, and direct chat.

5. Front Office Supervisor

The front office supervisor is responsible for the smooth operation of all areas of the front desk or reception in one work shift. Providing directions to the reception staff, as well as arranging the work schedule of the reception staff.

6. Bell Captain

The bell captain is responsible for organizing all tasks assigned to the bellboys. Ensuring that the storage area is always neat, clean and safe. Responsible for handling guests' luggage upon arrival, during their stay, and

when guests check out. For this period, Aston Denpasar does not have any employees in the bell captain position.

7. Reservationist

Processing room reservations through online travel agents or directly accurately. Maintaining a good image of the hotel through good and maximum service.

8. Guest Service Agent (Receptionist)

The guest service agent, or commonly called the receptionist, is tasked with serving guests from the arrival of prospective guests to the departure of guests from the hotel. Responsible for providing solutions to any guest complaints.

9. Bell Driver (Bellboy)

The bell driver is tasked with taking and picking up hotel guests to their destination and picking up guests from the airport or a place according to their reservation. Meanwhile, the bellboy is tasked with helping to carry guests' luggage from the lobby to the room and vice versa.

10. Telephone Operator

The telephone operator is tasked with receiving, recording and processing guest requests and questions via telephone, email, chat, or mobile communication devices. The telephone operator is also tasked with connecting the telephone to other departments or external telephones. For this period, Aston Denpasar does not have any employees in the telephone operator position.