

**THE ROLE OF *MY PASSION* BRAND PROMISE AS A
FORM OF EXCELLENT SERVICE IN THE WORK
OPERATIONS OF ROOM ATTENDANT
AT CITITEL HOTEL PENANG, MALAYSIA**

MINOR THESIS



Written by:

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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER
EDUCATION OF THE REPUBLIC OF INDONESIA
POLITEKNIK NEGERI MANADO-TOURISM DEPARTMENT
HOTEL MANAGEMENT STUDY PROGRAM (S1)**

2019

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Submitted as one of the requirements to accomplish
Tourism Bachelor's Degree of Hotel Management (S1)



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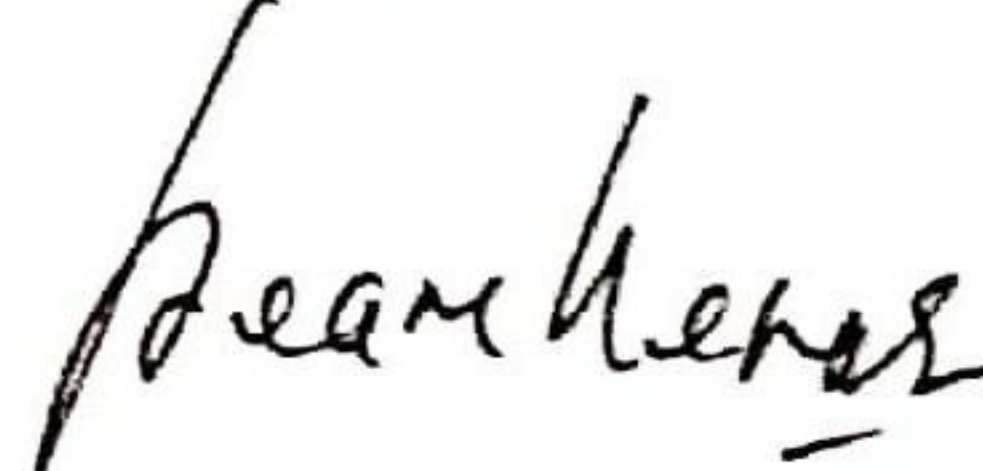
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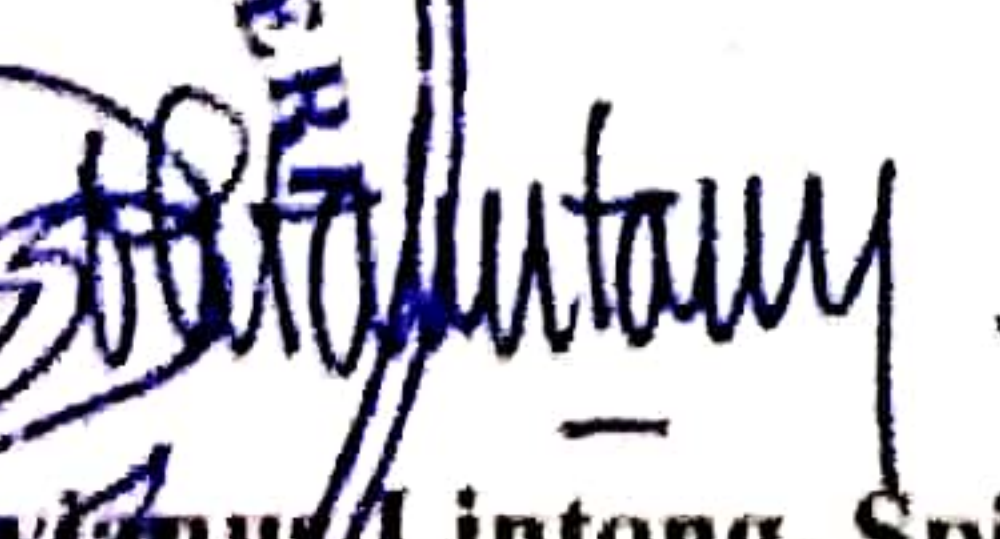
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***Praise The LORD. I offer this Minor Thesis
for the people I love:
Mother, Father, Big Brother and Alstheyn.***

Motto:

***What God has for you, is for you.
Trust His timing, trust His plan and be
thankful through everything.***

***Let all that you do, be done with LOVE.
-1 Corinthians 16:14***

Yustira Resty Octaviani. Malaghanda

ABSTRAK

Malaghanda, Octaviani Resty Yustira. 2019. “Peranan *Brand Promise My Passion* Sebagai Wujud Pelayanan Prima dalam Operasional Kerja *Room Attendant* di Hotel Cititel Penang”, Program Studi Manajemen Perhotelan Sarjana Terapan, Jurusan Pariwisata, Politeknik Negeri Manado. Pembimbing I, Hendry M. E. Kumaat, SE., M.Si dan Pembimbing II, Pearl L. Wenas, SE., M.Si.

Pada umumnya semua industri akan memberikan *brand promise* atau janji merek untuk memenangkan hati pelanggan dan memepertahankan pelanggan. Hotel Cititel memberikan *brand promise* yang disebut dengan *My Passion* sejak hotel ini mulai beroperasi. Tujuan dari *brand promise* ini adalah untuk mewujudkan pelayanan prima yang diharapkan tamu dari semua *staff* terlebih khusus *room attendant* yang dalam operasionalnya paling sering berjumpa dengan tamu. Oleh sebab itu, tujuan dari penelitian ini adalah untuk mengkaji peranan *brand promise my passion* sebagai wujud pelayanan prima dalam operasional kerja *room attendant* di Hotel Cititel Penang. *Brand promise my passion* dijabarkan kedalam 6 kunci yaitu 1) *Have the right attitude* 2) *Anticipate guest needs* 3) *Provide recognition* 4) *Be friendly* 5) *Show flexibility* 6) *Be courteous*. Peneliti menggunakan metode observasi dan wawancara untuk mendapatkan kajian-kajian tentang *brand promise my passion*, serta dokumentasi untuk melengkapi 2 metode tersebut. Berdasarkan hasil observasi dan wawancara peneliti mendapati bahwa semua kunci dalam *my passion* dilakukan oleh semua *room attendant*. Dapat disimpulkan bahwa *brand promise my passion* ini berperan penting dalam operasional kerja *room attendant* dan pelayanan prima yang diharapkan oleh tamu dapat terwujud sehingga hotel Cititel masih beroperasi hingga lebih dari 21 tahun.

Kata kunci: *Brand Promise My Passion*, Pelayanan Prima, Operasional Kerja *Room Attendant*

ABSTRACT

Malaghanda, Octaviani Resty Yustira. 2019. "The Role of the Brand Promise **My Passion** as a Form of Excellent Service in the Room Attendant's Work Operations at Cititel Hotel Penang, Malaysia", Bachelor Study Program of Hospitality Management, Tourism Department, Manado State Polytechnic. First Supervisor, Hendry M. E. Kumaat, SE., M.Si. and Second Supervisor, Pearl L. Wenas, SE., M.Si.

In general, all industries will give brand promise to win customers' hearts and retain customers. Cititel Hotel promised a brand called My Passion since the hotel began operating. The purpose of this brand promise is to create excellent service that is expected by guests from all staff especially the room attendant who most often meets guests in their work operations. Therefore, the purpose of this research is to examine the role of the brand promise **my passion** as a form of excellent service in room attendant's work operations at the Cititel Hotel Penang. The promise of **my passion** brand is described into 6 keys, that are 1) Have the right attitude 2) Anticipate guest needs 3) Provide recognition 4) Be friendly 5) Show flexibility 6) Be courteous. The researcher used observation and interview methods in conducting the study on brand promise **my passion**, as well as documentation to complete the two methods. Based on observations and interviews, researcher found that all the keys in **my passion** were carried out by all room attendants. It can be concluded that this brand promise **my passion** plays an important role in the operations of room attendants and the excellent service expected by guests can be realized so that Cititel hotel has been operating for more than 21 years.

Key Words: Brand Promise My Passion, Excellent Service, Room Attendant's Work Operations

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This minor thesis hopefully could be useful for everyone who read it.

Manado, July 18th 2019
Researcher

Yustira Resty Octaviani Malaghanda

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CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a dynamic and competitive industry that requires a continuous need for customer needs. The industry is growing and progressing in countries or regions with a global tourist destination, one of the only Malaysian States to get in is Penang. Penang is a state of Malaysia which is divided into 2 regions, namely Pulau Pinang and Seberang Perai. The capital of Penang is George Town, which is one of the most popular tourist destinations and the biggest city in Malaysia. For more than 500 years, George Town has grown to bring Asia and Europe and made the city awarded the status of a World Heritage Site by UNESCO in 2008. To support tourism activities not only provide the number of rooms, facilities but also services. A very special residence that was manipulated. Hospitality is a very competitive and highly competitive business environment. Now this hotel not only competes with the products offered but also with the services provided, because there are already many products that are similar to the hotel products that are questionable.

The Cititel Penang hotel has been operated for more than 21 years by maintaining its Brand Promise "**My Passion**" which is broken down into 6 keys (six keys), namely: Having the right attitude, Anticipating Guest Needs, Giving Recognition, Be Friendly, Show Flexibility and Be Corteous. Cititel Hotel consists of 11 departments, namely: Executive Office, Front Office, Engineering, Sales & Marketing, Purchasing, Kitchen, Security, Finance, Food & Beverage, Households and Human Resources. **My passion** must be applied by all existing departments, so that excellent service can be realized. However, the researcher only examined the role of the Promise of **My Passion** Brand in the Housekeeping Department specifically in the work operations of room attendant.

With the reasons above, the researcher raised the title "**The Role of *My Passion* Brand Promise as a Form of Excellent Service in the Work Operations of Room Attendant at Cititel Hotel Penang, Malaysia**".

1.2 Statement of the Problem

Based on the description of the background above, the researcher formulates the problem as "How is the role of Brand Promise **My Passion** as a form of excellent service in the operational work of Room Attendant?"

1.3 Objective of the Research

The purpose of this study is "To examine the role of Brand Promise **My Passion** as a form of excellent service in the operational work of Room Attendant."

1.4 Expected Benefits of the Research

The benefits that can be obtained from this research are:

1.4.1 Benefits for the researcher

This research is carried out in the hope that it can provide benefits to the researcher as a learning tool to integrate knowledge and skills with direct involvement, so that she can better understand the excellent service of a hotel.

1.4.2 Benefits for Manado State Polytechnic

The results of this study are expected to provide benefits for the Manado State Polytechnic Hospitality Management Study Program as a reference in the interest of knowledge about the operational work of Room Attendants in realizing excellent service. The researcher also hopes that this research can be useful as a reference for further similar research.

1.4.3 Benefits for Industry

The researcher hopes that this research can also be used as input for management at the Cititel Hotel Penang, Malaysia about the role of the Promise **My Passion** Brand as a form of excellent service in the operational work of Room Attendant.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Housekeeping

Housekeeping is one part or department that has vital roles and functions and is a major supporter of the Front Office Department. Housekeeping is one of the departments or parts of a hotel commonly called hotel housekeeping that takes care of matters relating to cleanliness, neatness, health, beauty, and harmony of all rooms, lobbies, public toilets including parks and parking lot. Housekeeping department is also under surveillance. Komar (2014) explained that the basic objective of this department is to provide rooms or empty rooms and ready-to-use rooms, clean the rooms that have been filled, and help the Front Office notify the existence of rooms. In Arief (2013), it was explained that Housekeeping is an important main facility and is a major part in determining overall hotel operations. Given the main purpose of the guests who come to the hotel is to rest or stay, the main facilities that must be provided by the hotel are guest rooms. The parts that are the responsibility of housekeeping include:

1. All guest rooms, meeting rooms or banquet halls, restaurants or coffee shops and bars.
2. All office space, linen room, public space.
3. Corridors (aisles), elevators, lobbies, toilets, parks, parking spaces, and others.

To be able to provide good service to every guest who comes to stay, housekeeping must be able to establish good cooperation with various departments and with divisions within the housekeeping department, especially those that directly provide services to guests. Housekeeping is led by a manager called the

Executive Housekeeper, and is assisted by one or two assistant executive housekeepers, a secretary and several section heads or supervisors. The section under the housekeeping department, depends on the size of the hotel and the number of rooms the hotel has. The floor section led by the floor supervisor along with the room boy / room maid, is required to play an active role in providing the best service possible and as much as possible as long as the guest is in his room at the hotel. This part directly reflects the cleanliness and tidiness of room equipment needed by the guests while staying at the hotel. In large hotels (more than 300 rooms) there are 7 to 9 sections in the housekeeping department (Arief, 2013), namely:

- a. Housekeeping Office Section
- b. Floor Section
- c. Houseman section
- d. General Linen Room Section
- e. General Uniform Room Section
- f. Upholstary Decor and Taylor Section
- g. Gardening and Flower Section

2.1.2 Room Attendant

According to Sulastiyono (2011), Room Attendant is a guest room clerk who has the responsibility to maintain cleanliness, tidiness and completeness of rooms. Whereas according to Rumesko in Sulastiyono (2011), Room Attendant is the officer who prepares the bed when cleaning the room. Roomboy / Roommaid or room cleaners are assigned to specifically clean the hotel room. Every day the Executive Housekeeper assigns Roomboy / Roommaid to clean rooms during shift hours. Working hours / shift schedules are usually divided into 3, namely morning shifts, afternoon / evening shifts and night shifts and work for 8 hours (Arief, 2013). The number of rooms for Roomboy / Roommaid ranges from 10 to 18 rooms a day depending on the level of service needed, the size of the room and the tasks assigned, and the level of assistance given to Roomboy / Roommaid (Komar, 2014).

2.1.2.1 Job Description Roomboy / Roommaid

- a. Check all rooms at the start of the shift then make a roomboy sheet regarding the room situation according to the specified code.
- b. Take linen / towel, cleaning supplies, guest supplies, and equipment then set to trolley, etc.
- c. Control inventory and condition of rooms on each floor.
- d. Clean bathrooms, furniture and other room equipment.
- e. Make the bed.
- f. Replace dirty linen / towels in each room.
- g. Clean the room.
- h. Report any damage, loss, improper events to the Front Office and Floor Supervisor.
- i. Help valet (laundry) to collect guest laundry that will be washed.
- j. Help room service to get dirty dishes / utensils out.
- k. Restore linen / towel, equipment leftover guest supplies, cleaning supplies, cleaning equipment, to the room floor linen, each in its place.
- l. Clean / rearrange the trolley.
- m. Receive / carry out orders from superiors.
- n. Collaborate well in the Housekeeping Department and other departments. (Komar, 2014)

2.1.3 Brand Promise

Brand is a name, term, sign, symbol or design, or a combination of all of them, intended to identify goods or services to be distinguished from competitors' goods or services. The brand of a company is like a reputation for someone. Brand is a type or variation of something that is distinguished by several special characteristics (Knapp, 2003). While the promise is closely related to the world of marketing. Some even say that marketing is all about promise. Promise from a brand is in the brand slogan or is in the packaging (packaging) of the product itself. Promise of a brand must be used as a guiding star for everything that the organization does. Brand promise is an expected emotional and functional benefits from the use of organizational products and services, namely how the organization

wants to be felt by customers (Knapp, 2003). Brand promise has to describe the balance of brand aspirations and represent the quality or performance of a brand to the customers. Brand Promise can be realized in the form of wording, namely tag line and allows brands to create a value that is always remembered and appears in the customer's memory. Brand Promise is a promise to consumers when they buy a product or service from an industry and the real advantage of the product that consumers want.

2.1.4 Excellent Service (Prime)

Excellent Service can be understood as serving more than expected, by giving attention to time, accuracy, security, comfort, quality, cost, process, and satisfaction. According to Rusydi (2017) Excellent Service is a very good / best service that is in accordance with the applicable service standards / owned by the agency that provides services. Another opinion states that excellent service is a service with high quality standards and always follows the development of customer needs at all times, consistently and accurately (Rahmayanty, 2013).

2.1.4.1 Concept of Excellent Service

According to Barata in Mhd Rasydi (2017) there is a concept in prime service (A6), consisting of:

a. Attitude

Attitude is a behavior that must be highlighted when dealing with customers, which includes a polite and harmonious appearance, positive thinking, healthy and logical, and is respectful.

b. Attention

It is full concern for customers, both related to attention to the needs and desires of customers and understanding of their suggestions and criticisms, which include listening to and understanding seriously the needs of customers, and devoting full attention to customers.

c. Action

Action is a variety of real activities that must be carried out in providing services to customers, which includes recording each order of customers, recording the needs of customers, reaffirming the needs of customers, realizing the needs of customers, and expressing thanks in the hope that customers want to return.

d. Ability

It is certain knowledge and skills that are absolutely necessary to support the excellent service program, which includes the ability in the field of work occupied, carrying out effective communication, developing motivation, and developing public relations as an instrument in fostering relationships within and outside the organization or company.

e. Appearance

Appearance is a person's appearance both physical and non-physical, which is able to reflect the confidence and credibility of others.

f. Accountability

It is an attitude of partiality to customers as a form of concern to avoid or minimize customer loss or dissatisfaction.

2.1.4.2 Dimensions of Excellent Service

Rasydi (2017) states 7 dimensions of excellent service, namely:

- a. Timeliness of service is related to waiting time and process.
- b. Accuracy of service.
- c. Courtesy and friendliness of business people.
- d. Responsibility in handling customer complaints.
- e. The number of officers serving and other supporting facilities.
- f. Location, room for service, parking space, availability of information, and other instructions / guidelines.

- g. Environmental conditions, cleanliness, waiting room, music facilities, air conditioning, communication tools, and others.

2.1.4.3 Importance of Excellent Service

According to Rahmayanty (2013) there are several reasons why excellent service is important for a company, namely:

- a. Excellent service has economic meaning.
- b. Service is a gathering place for money and work.
- c. Competition is increasingly advanced.
- d. Better understanding of customers.

2.1.4.4 Purpose of Excellent Service

Rahmayanty (2013) also states that there are several prime service objectives, namely:

- a. Provide satisfaction and trust to consumers. Quality encourages customers to establish strong relationships with the company.
- b. Maintain and care for customers, making customers feel cared for and concerned with all their needs and desires.
- c. And efforts to maintain customers to remain loyal to use products or services offered.

2.1.5 Role

According to the *Kamus Besar Bahasa Indonesia*, role is interpreted as a player. Roles are people who become or do something distinctive, or "behavioral devices that are expected to be owned by people in the community". With this role, the perpetrators, both individuals and organizations, will behave according to the expectations of people or their environment. Roles are a set of behaviors with groups, both small and large, all of which carry out various roles. According to

Dougherty & Pritchard (in Bauer, 2003) this role theory provides a conceptual framework in the study of behavior within organizations. They state that this role involves the pattern of product creation as opposed to behavior or action.

2.1.6 Operations

Operations are abstract concepts to facilitate the measurement of a variable, or can also be interpreted as a guideline in carrying out an activity or research work. In the Indonesian Dictionary, the operational word relates to operations; rules based operations; operation that is appropriate and does not deviate from a norm or rule.

2.1.6.1 Operational Activities

Operational activities are the core activities of a business or organization to generate income and to continue to carry out its business activities. Operational activities are also interpreted as activities carried out by all functions that exist in a company in order to implement strategic plans to achieve company goals.

2.2 Conceptual Framework

To make it easier to understand this research, the researcher made a frame of mind which is presented in the picture below:

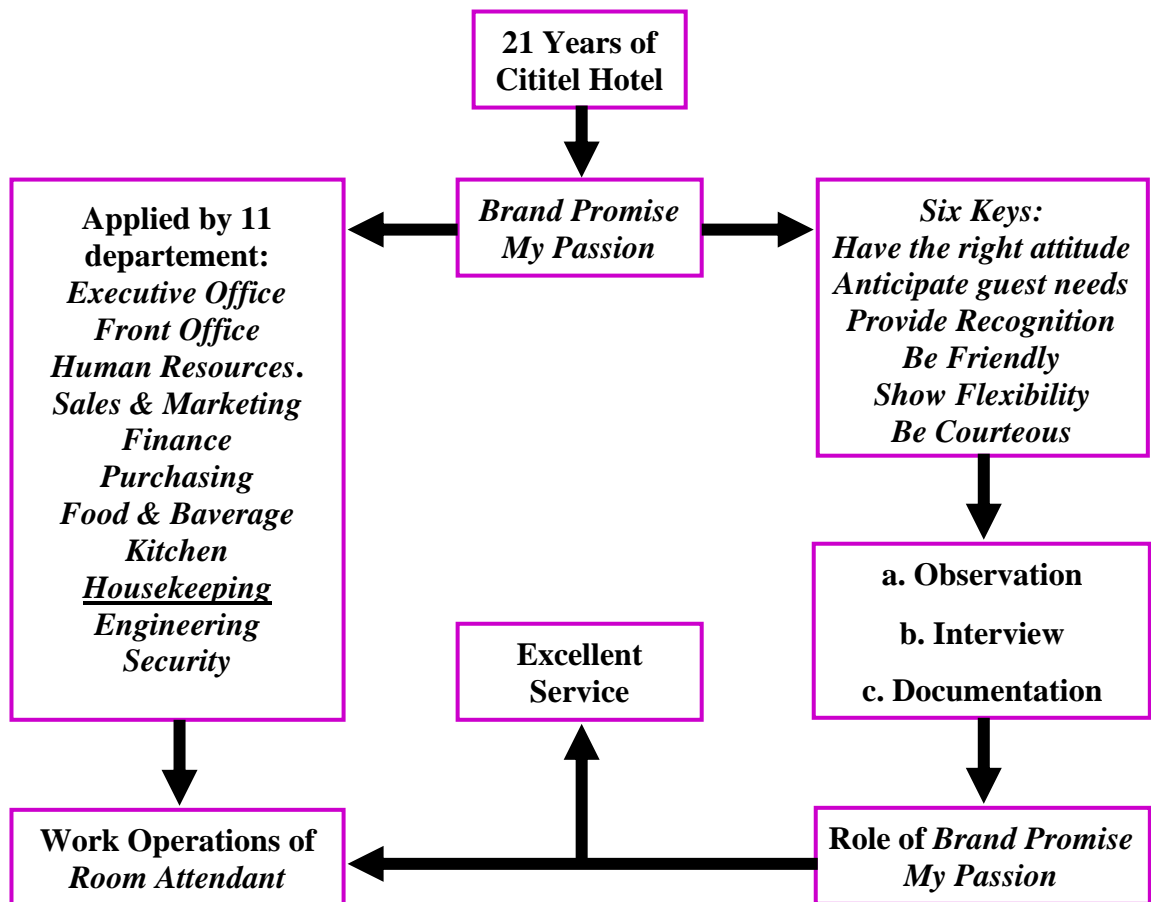


Figure 1 Conceptual Framework
 Source: Processed Data, 2019

2.3 Research Hypothesis

Hypothesis is an idea to look for facts that must be collected. The hypothesis is also a temporary or alleged statement of the problem statement. Based on the formulation of the problem in Chapter I, the hypothesis that the researcher can point out is that Brand Promise **My Passion** plays an important role in the operation of room attendant work because it has been used for 21 years by Cititel hotels in creating excellent service.

CHAPTER III

METHODOLOGY OF RESEARCH

3.1 Type of Research

This thesis is made on the basis of planned research to get answers to problems and based on the objectives that researcher have described in Chapter I. The type of research used by the researcher is qualitative research. Qualitative research is a study that seeks to analyze social life by describing the social world from the perspective or interpretation of individuals (informants) in a scientific setting. In other words, qualitative research seeks to understand how an individual sees, interprets or describes his social world (Sudaryono, 2017).

Qualitative research is research that intends to understand the phenomenon of what is experienced by subject of the research, by utilizing various natural methods that one of them is useful for the need to examine in terms of the process. Based on these descriptions, the researcher can put forward simply that this research is a study that describes the object of research with words.

3.2 Location and Time of the Research

This research was conducted at the Cititel Hotel located at Jalan Penang No 66, 10000 George Town, Pulau Pinang, Malaysia. The study was conducted not in accordance with the length of the PKL (Field Work Practice) period but only carried out during the last 2 months during the period of field work, ie from March to the beginning of May. The reason for choosing this location is because the researcher conducted Field Work activities at the hotel for approximately 6 months. This hotel is located in a very strategic location which is in the heart of George Town or in the city center. The following is the time of research presented in table form.

Table 3.2 Time of research

Activities	Time of research																							
	February				March				April				May				June				July			
Making the design of Research																								
Research																								
Proposal Seminar																								
Guidance from Supervisors																								
Data Processing																								
Examination																								

Source: Processed Data, 2019

3.3 Type and Source of The Data

The types of data that the researcher uses are qualitative data, namely data in the form of information about hotels that are not in the form of numbers. While the data source is where data are obtained using certain methods in the form of humans, artifacts, or documents. According to Lofland and Lofland (in Moleong, 2007) the main data sources in qualitative research are words and actions, the rest are additional data such as documents and others. The types and sources of data in this study include:

3.3.1 Primary data

These data that refer to information obtained from first hand by the researcher. Primary data sources are individual respondents, in this case the

researcher obtained primary data directly from the observations in the form of a check list and interviews with several supervisors at the Cititel Hotel Penang.

3.3.2 Secondary data

This type of data is obtained indirectly in research or from other parties related to the object under study. This data can be obtained from library studies in the form of books, references, documents and others which serve to supplement the primary data, in this case the researcher obtains secondary data from modules obtained from the hotel where the research is conducted as well as from several books.

3.4 Methods of Collecting Data

Data collection is the most important step in a study that aims to answer the problems that have been formulated. The correct data collection method will produce data with high credibility and vice versa. Therefore, this stage should not be wrong and must be done carefully according to the procedure. Data collection methods used in this study are as follows:

3.4.1 Observation

Observation is one of the data collection techniques that is very prevalent in qualitative research methods. The essence is an activity by using the senses of sight, smell and hearing to obtain the information needed. The results of the observations are in the form of activities, events, objects, certain conditions or atmosphere and a person's emotional feelings. In making observations, the researcher used observations in a closed manner where the researcher in collecting data did not inform the data source that she is observing. So the data source did not know from the beginning to the end about ongoing research activities. Therefore the observed phenomenon is related to the Housekeeping Department department, specifically the operational Room Attendant. The researcher observed when the Room

Attendant started the task and works. Observations were made to obtain data on the role of **My Passion** in the operational work of the Room Attendant.

3.4.2 Interviews

Interviews are conversations carried out with specific intentions. The conversation are carried out by 2 parties, namely interviewers who ask questions and interviewees who give answers to questions. According to Sugiyono (2008) revealing interviews is a meeting of 2 people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic. In addition to interview guidelines, researcher were assisted by other tools in the form of notes. The researcher could not use a tape recorder because of hotel regulations that do not allow to carry in cellphones during working hours or On Duty. To obtain information in this study, interviews were conducted with several supervisors at the Housekeeping Department. The researcher used a semi-structured interview method, which in its implementation was more free. The purpose of this interview was to find more open answers to the problems that have been formulated, where the parties invited to interview were asked for their opinions and explanations about the Brand Promise **My Passion** and its role in the operational work of the Room Attendant.

3.4.3 Documentation

Documentation is a method of collecting data aimed at obtaining data directly from the research site, including relevant books, regulations, activity reports, photographs, documentaries, research relevant data. Documentation is a complement to the use of observation and interview methods in qualitative research (Sudaryono, 2017). In this study, the documents that the researcher got were in the form of photos of guest comments about brand promise **my passion** in the operations of room attendant work. This document will be submitted by the researcher as an attachment.

3.5 Method of Analysis

Data analysis is the process of searching and systematically compiling data that has been obtained from observations and interviews, field notes and other materials, so that they can be easily understood and their findings can be informed to others. In analyzing the data researcher used descriptive analysis method with qualitative data, according to the type of research that has been explained in section 3.1, namely qualitative research. This method of analysis is used to obtain a clear picture in the form of studies relating to the subject matter under study.

CHAPTER IV

RESULT AND DISCUSSION

4.1 General Description of the Company

Cititel Hotel is a 4 star hotel (****) which operates under the auspices of CHM (Cititel Hotel Management). CHM is a subsidiary of IGB Berhad, a property and investment company listed on the Malaysia Stock Exchange. IGB Berhad (Goldis Berhad), founded on 12 November 1964 which is basically a property development company engaged in property investment, property management, retail, hotel operations, and construction. Currently ordering more than 6023 keys with hotels and 1070 tenants. In addition to managing property investment, IGB Berhad also actively manages non-property-related investments mainly consisting of civil services, building construction, investment and project management.



Figure 2 The Logo of Ipoh Goldis Bersatu Berhad

Souce: igbbhd.com, 2019

IGB Berhad was previously known as Goldis Berhad, then changed its name to IGB Berhad, which stands for Ipoh Goldis Bersatu Berhad. IGB Berhad manages several subsidiaries, including:

1. Macro Lynx Sdn Bhd

2. AFMS Solutions Sdn Bhd
3. G-Tower Sdn Bhd
4. Mid Valley City Sdn Bhd
5. Cititel Hotel Management Sdn Bhd
6. IGB Reit Sdn Bhd
7. Tan & Tan
8. Lautan Bumimas Sdn Bhd
9. Steady Pramaount Sdn Bhd
10. Multistock Sdn Bhd
11. Triple Hall Mark Sdn Bhd
12. Goldis Water Sdn Bhd
13. Macro Kiosk Joint Stock Sdn Bhd
14. Goldis Capital Sdn Bhd
15. Genius Momentum Sdn Bhd
16. Goldis Yu Sdn Bhd
17. Protech Yu Sdn Bhd
18. Silver Sanctuary Sdn Bhd
19. Elements Integrative Health Sdn Bhd
20. GoldAura Sdn Bhd

Citel Hotel Management, which is one of the subsidiaries of IGB Berhad, currently provides a variety of accommodation options in several regions in Malaysia and even outside Malaysia. Accommodation run by CHM starts from apartments, resorts, 3 to 5 star hotels with a combined total of more than 3,200 rooms and more than 1,800 employees.



Figure 3 The Logo of Cititel Hotel Management

Source: chm-hotels.com, 2019

The following are accommodations operated by CHM:

1. Cititel Hotel, Penang
2. The Wembley St Giles, Penang
3. Cititel Express, Penang
4. The Garden Hotel & Residences, Mid Valley City Kuala Lumpur
5. The Boulevard Hotel, Mid Valley City Kuala Lumpur
6. Cititel Mid Valley, Mid Valley City Kuala Lumpur
7. Cititel Express, Ipoh
8. Cititel Express, Kota Kinabalu
9. Pangkor Island Resort, Pangkor
10. St Giles Makati, Manila Filipina
11. St Giles London
12. St Giles Heathrow, London
13. The Tank Steam, Sydney
14. The Tuscany, New York

4.1.1 Cititel Hotel Penang

Citel Hotel Penang is the first hotel operated by CHM in 1997 on December 18th. The hotel has a 16-storey architectural building in the heart of George Town, Penang.



Figure 4 The Logo of Cititel Hotel

Source: cititelpenang.com, 2019

Citel Hotel is strategically located in the city heritage center of George Town, Penang, Malaysia which can be explored on foot or by bicycle. Cititel Hotel

offers beautiful sea views and heritage views of the city, including the Penang Bridge (Penang Bridge) and the iconic Komtar. Cititel Hotel is only 5 minutes from Penang Ferry Terminal and only a 30-minute drive from Penang International Airport and from Batu Ferringhi Beach.



Figure 5 Photo of Cititel Hotel

Source: cititelpenang.com, 2019

4.1.1.1 Vision, Mision and Motto of Cititel Hotel

Vision:

“To be world class tourism destination”

Mision:

“To continously enhance the product and the service offerings while preserving heritage, cultural and natural resources with Quality Commitment Culture (QCC)”:

- a) Extend the Malaysian way of greeting, using eye contact and name recognition when possible. Thank and wish guests as well and show desire to welcome them back.
- b) Make the expected wish happen. Determine and anticipate guest’s need, offer recommendation and follow through promptly until needs are delivered.
- c) Take ownership; never say it is not my job. Offer assitence, follow through and ensure situation is corrected and be a team player.

- d) Treat all staff as internal customers. Communicate and share information and practice an open flow communication.
- e) Make it your responsibility to keep your work area organized, be sensitive and have a keen eye for the hotel appearance and on the customers as well.
- f) Talk positive and maintain a positive attitude. Always be well groomed thus ensuring your professional image as a cititel internal customer.
- g) Maintain a safe, secure and healthy work place. Always be alert to and in emergency, security and unsafe situation.
- h) Be the hotel's salesman and service provider. Have a good knowledge on hotel's products, services and general onformation. When a guest needs directional assistance, escort the guest within the hotel when possible.
- i) Support and practice our hotel's mission, culture and standard operating procedure.

Motto:

“Your Business-Friendly Hotel”

4.1.1.2 Location and Hotel Information

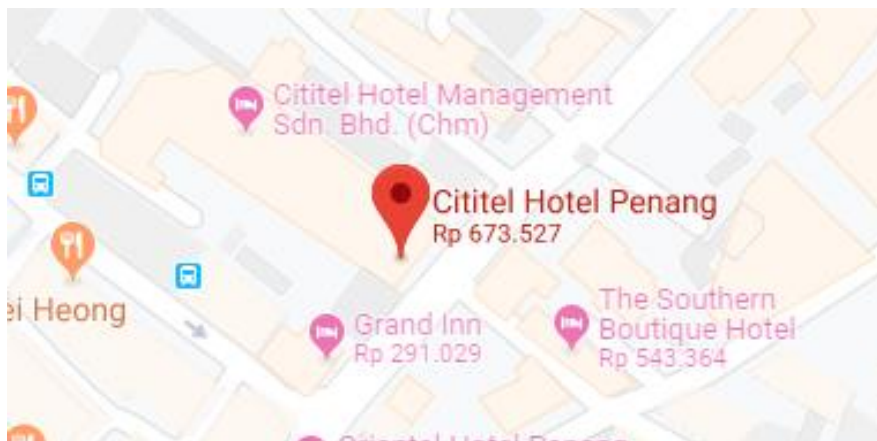


Figure 6 Photo of Cititel Hotel Location

Source: Google Map, 2019

Cititel Hotel is located on Jalan Penang No 66, George Town 10000, Pulau Pinang, Malaysia.

Phone : +60 4-291-1188
 Fax : +604-370 2288
 Email : infopen@cititelhotel.com
 Website : www.cititelpenang.com

4.1.1.3 Facilities of Hotel

1. 9 Function Rooms
2. Pinnacle Lounge
3. Mini Market
4. Broadband Internet
5. 24-Hour Foreign Exchange Service
6. Health Centre (Gymnasium; Steam, Sauna & Massage rooms; Jacuzzi Pool)
7. Medical Service (Doctor on Call)
8. Car Parks
9. Travel and Tour arrangements
10. Florist

4.1.1.4 Room Types and In-room Facilities:

Cititel Hotel operates by selling a total of 451 rooms which are divided into 4 types of rooms. The following are the types of Cititel hotel rooms which are presented in table form:

Table 4.1 Room Types

No	Room Types	Floor	Number of Rooms
1.	Standard Room	5 – 7	105 rooms
2.	Superior Room	8 – 11	140 rooms
3.	Deluxe Room	12 – 19	202 rooms
4.	Suite Room	19	4 rooms

Source: Processed Data, 2019

From table 4.1, it can be seen that Cititel hotel has 4 types of rooms. Most room types are Deluxe rooms with 202 rooms on the 12th to 19th floors. Followed by Superior type rooms, Standard type rooms and the least are Suite types.

In-room facilities:

1. Telephone (Can make international calls directly)
2. Air-conditioning and Fan
3. Television (with satellite channels and in-house movies)
4. Piped-in music (including 4 radio channels)
5. Internet Access (Wi-Fi)
6. In-room mini fridge
7. Coffee / Tea & Coffee + Tea Set making equipment
8. Bathroom (with long bath tub and shower)
9. In-room lockers (Only in Superior, Deluxe and Suite room types)
10. Toiletries Amenities
11. Sandals (2 pairs)

- 12. Polish shoes
- 13. Iron & Board
- 14. Hanger
- 15. Laundry Bag & List
- 16. Hair-dryer
- 17. Ashtray (Only on Smoking rooms)
- 18. Note Pad & Pen
- 19. Yukata (Only in Deluxe & Suite rooms)
- 20. 1 Extra Pillow

4.1.1.5 Organizational Structure of Cititel Hotel

The following is the organizational structure of Cititel Hotel which is presented in the form of pictures:

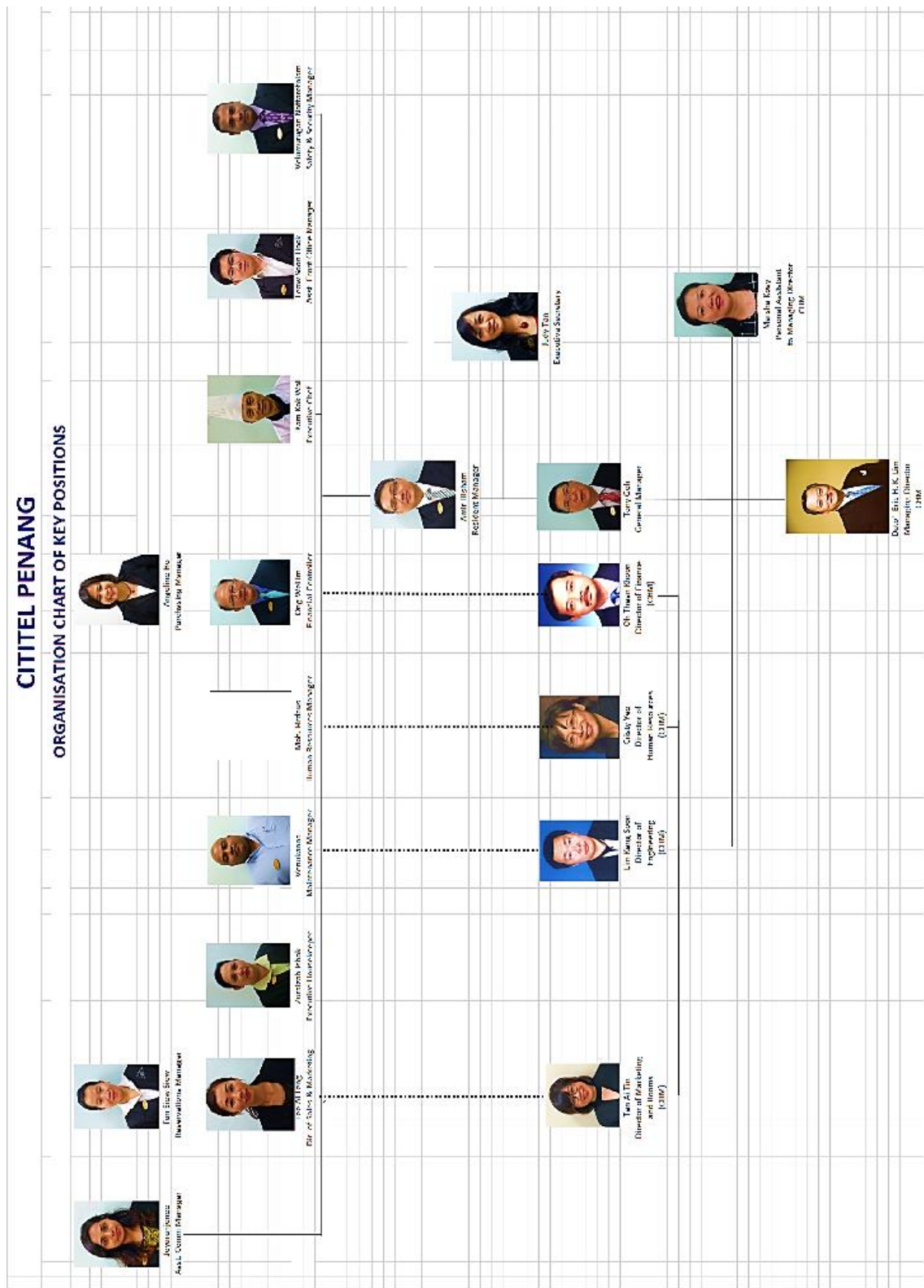


Figure 7 Photo of Organizational Structure of Cititel Hotel

Source: HRD Cititel Hotel, 2019

4.1.2 Housekeeping Department

The Housekeeping Department is one of 11 departments in the Cititel Penang hotel. The housekeeping department is divided into 3 divisions, namely:

- 1) Public Area
- 2) Room Attendant
- 3) Linen

4.1.2.1 Functions of Housekeeping Department

“To provide the best excellent service in terms of room cleanliness and guest’s request”.

4.1.2.2 Organizational Structure of Housekeeping Department

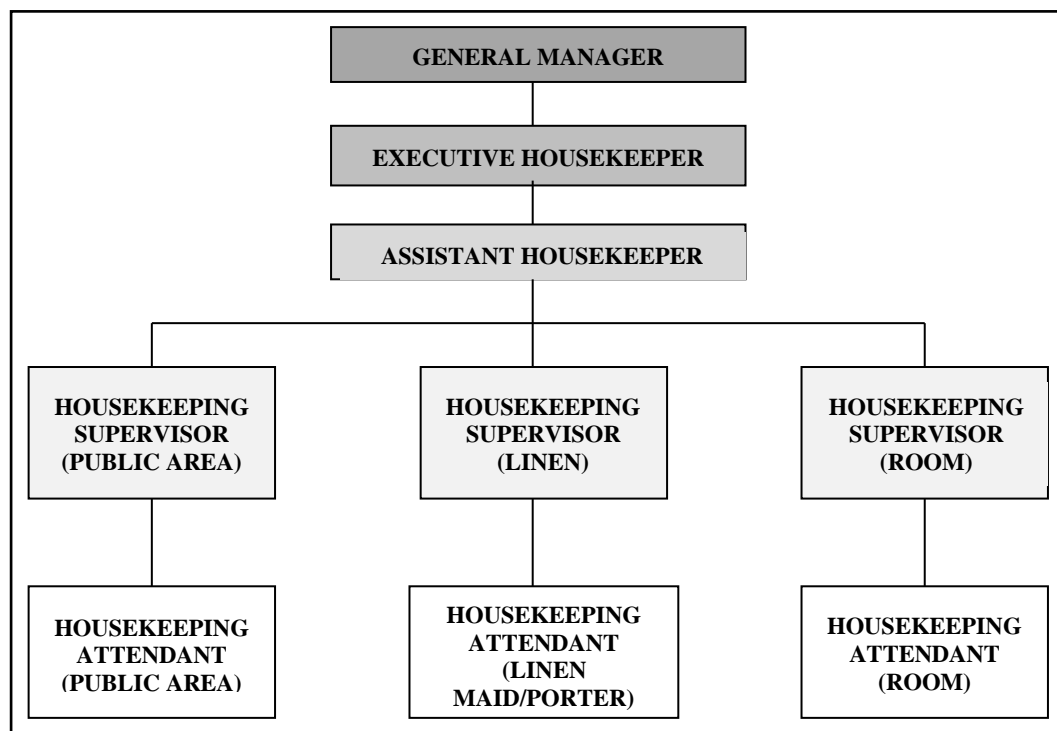


Figure 8 Organizational Structure of Housekeeping Department

Source: Housekeeping Department, Cititel Hotel, 2019

4.2 Results of the Research

The following are the results obtained during the research process, in the form of descriptions of the brand promise of **my passion** and employee data in the housekeeping department.

4.2.1 Description Brand Promise **My Passion**

Passion means desire or passion. Having a passion means having passion, emotions and feelings about something. When someone has a passion for something, then he will do it every time, do it well and commit to it. To provide a fully satisfying experience and excellent service to guests, staff must first have passion. Desire with a strong sincere desire to serve guests well. **My Passion** is not just a brand promise but an embodiment of excellent service, that all guests will go through a truly satisfying stay when they stay at the Cititel Hotel. This Promise Brand must be owned and carried out by all parties involved in the operation of Cititel Hotels, especially room attendant staff who are in direct operational operations with guests.

My Passion must be applied by all room attendant staff in an effort to create excellent service. In other words, room attendants must be passionate about creating an experience that truly satisfies all guests at all times. The purpose of **My Passion** is "... to create a totally fulfilling experience for all our guests at all times".



Figure 9 Logo of Brand Promise **My Passion**

Source: Cititel Hotel Penang, 2019

Brand Promise from Cititel hotels not only gives what guests want, but also meets the needs of guests. In the application of **My Passion** at the Cititel Penang

hotel, there are 6 things that must be done to realize excellent service, called 6 keys, as follows:

1. Have the right attitude
2. Anticipate guest needs
3. Provide recognition
4. Be friendly
5. Show flexibility
6. Be courteous

4.2.2 Data of Staff

The following are data from Housekeeping Department employees as complementary data for this research, which the researcher obtained during the research process. These supplementary data are in the form of the number of employees, gender and work operational time.

Table 4.2 Number of staff in Housekeeping Department

No	Section	Number of Staff
1.	Room Attendant	10 Staff
2.	Linen Room	5 Staff
3.	Public Area	5 Staff
Total		20 Staff

Source: Processed Data, 2019

From table 4.2 it can be seen that the highest number of staff in the housekeeping department is in the room section while the linen section and public area have the same number of staff.

Table 4.3 Number of room attendant staff based on gender

No	Gender	Number of Staff
1.	Male	7 Staff
2.	Female	3 Staff
Total		10 Staff

Source: Processed Data, 2019

From table 4.3, it can be seen that male staff have the highest number of 7 staff while there are only 3 female staff.

Table 4.4 Operational time of room attendant

No	Shifts	Time
1.	Shift E	08.00 am – 04.00 pm
2.	Shift N	08.00 am – 08.00 pm
3.	Shift K	11.00 am – 11.00 pm
4.	Shift D	12.00 pm – 08.00 pm
5.	Shift B	03.00 pm – 11.00 pm

Source: Processed Data, 2019

From the data in the table above, it can be seen that the operating time of room section work is divided into 5 shifts. 12 hours of work for Casual Workers or workers who are not Malaysian citizens and 8 hours of work for Malaysian citizens.

4.3 Data Analysis and Discussion

The success of a hotel is about winning hearts and retaining customers from increasing competitors. To win customers' hearts, each hotel will provide a Brand Promise. And to maintain hotel customers must be the best choice by providing excellent service. Cititel Hotel provides a Brand Promise called "**My Passion**".

4.3.1 Observation Guidelines

The researcher made an observation to find out the role of **my passion** brand promise as a form of excellent service in the work operations of room attendant.

1. Focus on Observation : operational activities of room attendant work
2. Observation time : shift E and shift B
3. Place of Observation : room section.

The following is a table of observations about the 6 keys in **my passion**.

Table 4.5 Observation Result for The Role of **My Passion** Brand Promise as a Form of Excellent Service in the Work Operations of Room Attendant at Cititel Hotel Penang, Malaysia.

No	Brand Promise My Passion	The Role of My Passion Brand Promise as a Form of Excellent Service in the Work Operations of Room Attendant at Cititel Hotel Penang, Malaysia.	
		Done	Undone
1.	Have the right attitude	✓	
2.	Anticipate guest needs	✓	
3.	Provide Recognition	✓	
4.	Be friendly	✓	
5.	Show flexibility	✓	
6.	Be courteous	✓	

Source: Processed Data, 2019

Table 4.5 is a check list for results of observations of 6 keys in the brand promise **my passion**. When conducting research, the researcher observed and found that brand promise **my passion** was very instrumental in the operations of room attendant work because this section always met and interacted directly with guests. The following is the discussion:

1) Have The Right Attitude

Have the right attitude means showing the right attitude. Passion is strongly influenced by attitude. Room attendant staff must have the right attitude to show that the customer is important. If the attitude is wrong, then the service will not look insincere and guests will easily pay attention to it. The purpose of ***Have the right attitude in Brand Promise My Passion*** is a customer-focused attitude, viewing guests as the most important part of work operations and placing guests in the first place or prioritizing guests. Guests who come to stay have a not much different desire, namely to see the right and positive attitude of each staff who serves them. **Have the right attitude** is reflected in the way room attendant staff treat guests, both those who will stay (arrival), those who are staying (stay over) or those who will immediately leave the hotel (due out). Why do we have to behave like that to guests? Because every guest comes from a different background. The things that staff must know include:

- a. Country or region of origin of guests.
- b. Travel time to get to the hotel.
- c. Things experienced by guests while on the way to the hotel.
- d. The physical and emotional conditions that guests feel when they arrive at the hotel.

By knowing the things above, room attendant staff are able to show the right attitude. Attitudes are reflected in how staff interact with guests. Room attendant staff must interact and treat guests as they treat guests who come to the house.

2) Anticipate Guest Needs

Anticipate Guest Needs means anticipating guest needs. Anticipation according to KBBI (*Kamus Besar Bahasa Indonesia*) means the calculation of the things that will (yet) occur. Why is anticipating guest needs so important? Anticipation allows room attendant staff to provide services and things needed by guests before guests ask. Anticipating guest needs, showing that staff have initiatives and are also proactive in providing excellent service. How do you anticipate guest needs? To anticipate guest needs, room attendant staff must do a number of things such as:

a. Read documents about guests.

Reading is done to get information about guests and then use that information to anticipate their needs.

b. Ask questions then listen.

If room attendant staff do not have documents about guests, then the best way is to ask guests directly and then listen carefully to the answers given. That way the staff already knows the needs of guests and can anticipate before guests ask.

c. Observe guests.

If staff are unable to ask questions directly, another way to anticipate guest needs is by observing body language.

3) Provide Recognition

Provide Recognition means recognizing. Ways that room attendant staff can do to recognize guests during operations:

a. Remember the guest name.

b. Always use guest names when interacting with them.

c. Remember and provide services that have been requested before.

4) Be Friendly

Be Friendly means friendship. Friend has meaning in Indonesian, namely friend. Why is being friendly important when dealing with guests? Because the guests come from various countries with different backgrounds. By becoming friends and making friends with guests, guests will always need help from staff and will make guests feel that we are their own friends. A friend is someone who:

1. Nice to help guests.
2. Expect to see and see guests again.
3. Spend time talking with them while hearing their complaints.

5) Show Flexibility

Show Flexibility means being flexible. The word “*Fleksibilitas*” or flexibility is defined by KBBI (*Kamus Besar Bahasa Indonesia*) as in the word flexibility service is meant by flexibility which means insecurity to meet guest needs. In terms of showing the flexibility of room attendant staff must be able to fulfill various special requests from guests, both those who will check-in, stay over and who will check out. Flexibility can also be shown by offering services or facilities other than those requested by guests. Here is a sentence that can be said to guests to offer flexibility in work operations:

1. What I will do is ...
2. I will find out about ...
3. I can help you ...

The above phrase tells guests that staff have the intention to help them. Why is flexibility important? Because Flexibility shows that we are able to understand the needs of each individual guest who comes. To show flexibility in service, never say the following:

1. That is not our policy

2. That is not my job
3. I am not allowed to do that
4. I don't know
5. I can't

6) Be Courteous

Be Courteous means modesty. In KBBI (*Kamus Besar Bahasa Indonesia*) this word means good manners or behavior; manners; civilized; decency. Showing courtesy is the basic foundation of excellence in service. Manners are important because, they show staff respect to guests. How to show courtesy? By practicing the following things:

1. Don't forget to say **Please** or **Thank you**
2. Don't forget to say **Excuse me** or **I'm sorry**
3. Calling guests using Sir or Madam
4. Calling guests using the guest name
5. Look into the eyes of guests while talking and interacting
6. Smile while talking or interacting with guests

4.3.2 Interview Guidelines

After making observations by looking at and directly observing the operational work of room attendant staff, the researcher then collected data using interview techniques.

1. Focus of the Interview : after morning and evening briefings
2. Interview time : shift E and shift B
3. Place of Interview : housekeeping office
4. Interview Informants : 1) Mohd Azhar, 56 years old, Room Supervisor

2) Faizal Akmat, 44 years old, Room Supervisor

3) Mohd Ahron, 48 years old, Room Supervisor

4) Mohd Fadzil, 41 years old, Room Supervisor

Here are 4 interview tables about brand promise **my passion** with the four informants.

Table 4.6 Interview with the first informant

No	Questions	Answers
1.	What do you know about My Passion ?	My passion is the promise of Cititel's brand
2.	How long has My Passion been applied?	More than 21 years
3.	Why is My Passion important for room attendants to apply in their work operations?	Because of my passion shows how to create excellent service
4.	Do know you the meaning of the six keys in My Passion ?	Six keys that make it easy for us to understand what is my passion and practice it.
5.	How to train My Passion to all room attendant staff?	My passion always radiates during the briefing because at this time our brains are still fresh.
6.	What will happen if my passion is not applied in the daily work operations?	What will happen to Cititel will not be activated so far, which is 21 years
7.	What will be done to the staff if they do not apply my passion in operational implementation?	First, of course, these staff will get a complaint directly from the guest, who will be reprimanded by the boss and who will definitely be trained again about my passion .

Source: Processed Data, 2019

From table 4.6 it can be seen that the first informant knows what **my passion** is and how long has **my passion** been used. The informant knows the importance of **my passion** in daily operations, which shows how to create excellent service through the six keys in it. The informant replied that **my passion** was always trained during the briefing before starting work operations. If there are staff who do not apply **my passion**, then surely they will get complaints from guests and then be reprimanded by their superiors, but the staff will continue to be trained about **my passion**. The informant argued that the Cititel hotel would not operate for more than 21 years if it did not apply **my passion**.

Table 4.7 Interview with the second informant

No	Questions	Answers
1.	What do you know about My Passion ?	My Passion is the brand promise of the Cititel hotel.
2.	How long has My Passion been applied?	More than 21 years because it has been around since the hotel began operating.
3.	Why is My Passion important for room attendants to apply in their work operations?	Because my passion is the way we provide excellent service to guests.
4.	Do know you the meaning of the six keys in My Passion ?	Six keys are what we need to do when we work every day.
5.	How to train My Passion to all room attendant staff?	My passion is always explained repeatedly before starting work or briefing.
6.	What will happen if my passion is not applied in the daily work operations?	No full service will be realized or service will be a bad service.
7.	What will be done to the staff if they do not apply my passion in operational implementation?	Get a warning if a guest gives a complaint and then is trained again until he understands.

Source: Processed Data, 2019

It can be seen from table 4.7 that the second informant knows what **my passion** is and how long it has been applied. The second informant answered that **my passion** is important because it is a way for staff to provide excellent service to guests and that is the six key in **my passion** that must be done in the daily work operations. The second informant also answered that **my passion** is always repeated at the briefing and if there are staff who do not apply **my passion**, the staff will get a warning if a complaint occurs from the guest but will get more training about **my passion**. The second informant also replied that full service would not be realized or service would be a bad service.

Table 4.8 Interview with the third informant

No	Questions	Answers
1.	What do you know about My Passion ?	My Passion is a brand promise created by Cititel.
2.	How long has My Passion been applied?	Approximately 21 years, the same as the age of Cititel hotels.
3.	Why is My Passion important for room attendants to apply in their work operations?	Because with my passion we can better understand how to serve guests properly.
4.	Do know you the meaning of the six keys in My Passion ?	These six keys need to be practiced in work operations.
5.	How to train My Passion to all room attendant staff?	My passion is always repeated during the briefing.
6.	What will happen if my passion is not applied in the daily work operations?	The service that we provide will not be complete and the guest will feel dissatisfied then give a complaint.
7.	What will be done to the staff if they do not apply my passion in operational implementation?	Reprimanded and then trained better about my passion .

Source: Processed Data, 2019

Through table 4.8, the answer was found that the third informant knew what **my passion** was and had been applied for approximately 21 years or the same age as the Cititel hotel. The third informant replied that **my passion** was important because staff could better understand how to serve guests properly by practicing the six keys in **my passion** itself. The third informant answered that the way to train **my passion** is to be repeated at the briefing and what will happen if it is not applied, the service provided by the staff will not be complete and the guest will feel dissatisfied and then complain. If it is found that there are staff who do not apply **my passion**, they will be reprimanded and trained better about **my passion**.

Table 4.9 Interview with the fourth informant

No	Questions	Answers
1.	What do you know about My Passion ?	Not very understanding because the staff is new at this hotel, but what I know is that My Passion is a way to serve and give satisfaction to guests.
2.	How long has My Passion been applied?	Do not know.
3.	Why is My Passion important for room attendants to apply in their work operations?	Do not know.
4.	Do know you the meaning of the six keys in My Passion ?	All I know is that six keys must be done to the guest.
5.	How to train My Passion to all room attendant staff?	I always hear my passion explained repeatedly by other supervisors during the briefing.
6.	What will happen if my passion is not applied in the daily work operations?	Maybe the guest will feel dissatisfied or may be angry then complain.
7.	What will be done to the staff if they do not apply my passion in operational implementation?	Reprimanded by the manager and given retraining.

Source: Processed Data, 2019

Based on the results of interviews with the fourth informant in table 4.9, it was found that the informant did not really understand what **my passion** was and did not know about how long **my passion** was applied and the importance of **my passion**. But the fourth informant knew that the six keys in **my passion** had to be done to the guest and answered that they always heard other supervisors repeatedly explaining during briefing. The fourth informant answered that maybe the guest would feel dissatisfied or even angry and give complaint if they received poor service. The fourth informant also answered that the staff would be reprimanded by the manager if they did not apply **my passion** in their daily work operations.

The four tables above are the results of interviews done by the researcher with four staff members who served as room supervisors in the Cititel Penang hotel housekeeping department. The following are conclusions from all tables:

- a. 3 of the 4 informants knew and understood what **My Passion** was.
- b. 3 of the 4 informants knew how long Cititel hotels had applied **My Passion** in their daily work operations. The researcher found the same answer, which is more than 21 years.
- c. 3 of the 4 informants knew the reason why **my passion** was important to be applied in the operations of room attendant work. The answers from the three informants can be concluded that **my passion** is important because it is the way room attendant staff can understand guests and provide excellent service.
- d. All informants know that six keys in **my passion** must be done to guests. The researcher concluded that the six key intentions were the elaboration of **my passion** to be carried out by room attendants to create excellent service and guest satisfaction.
- e. All informants knew that there was always training about **my passion** during the briefing. It can be concluded by the researcher that **my passion**

is always emphasized before all room attendant staff start work operations.

- f. All informants knew that what would happen if **my passion** was not applied by room attendants was dissatisfaction from guests. It can be concluded that if there is guest dissatisfaction with the service provided, excellent service does not materialize.
- g. All informants knew and gave the same answer that staff would get sanctions in the form of reprimand if they did not apply my passion and complaints from guests. But the same answer is also that staff will continue to be trained in **my passion**. The researcher can conclude that staff will only be reprimanded but will continue to receive continuous training about **my passion** so that the services expected by guests can be realized.

From the results of observations and interviews, the researcher found that briefings were conducted not only to inform important things about the operations of room attendant work, to evaluate the performance of room attendant staff but also to provide training on the role of the brand promise **my passion**. At the briefing, there is a question and answer session where the manager or supervisor will test the staff's understanding of the role of the brand promise **my passion** in their operational work.

In the theory of Customer Satisfaction (CSAT), it is explained that satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer or a customer and a company, environment, product or service. Satisfaction involves one of these three psychological elements: Cognitive (thinking/evaluation), Affective (emotional/feeling), and Behavioral. In CSAT also explained that expectations are beliefs that a product and / or service will produce certain outcomes (benefits or values). Expectations can be measured as: Importance, Overall Affect-Satisfaction Expectations, Fulfillment of Expectation, and Expected Value from Use. Based on that theory, **my passion** have

satisfied and fulfilled the expectations of customer with the six keys that have been used for more than 21 years. Then compared with the results of observation that these six keys were applied by all the room attendant staff which made many tourists come to stay at Cititel Hotel until now. It is proved that the brand promise **my passion** plays a very important role in realizing the excellent service expected by all guests and **my passion** that makes the service at Cititel Hotel different from others.

CHAPTER V

CLOSING

5.1 Conclusions

The following are conclusions that the researcher formulated from the data collected from the results of research on "The Role of **My Passion** Brand Promise as a Form of Excellent Service in the Work Operations of Room Attendant at Cititel Penang Hotel". Based on the results of data processing and discussion that the author has done, it can be concluded that:

1. This Brand Promise **My Passion** has existed since the Cititel Hotel began operating with the aim of creating excellent service expected by guests. Cititel Hotel can operate for more than 21 years, in other words that Brand Promise **My Passion** plays an important role during the operational work of room attendants.
2. Brand Promise **My Passion** is translated into 6 keys, namely: 1) Have the right attitude; 2) Anticipate guest needs; 3) Provide recognition; 4) Be friendly; 5) Show flexibility and 6) Be courteous, indicated by the observation that all six keys were carried out by all room attendant staff and were always trained during the briefing. This states that the excellent service expected by guests has been realized, and is supported by the presence of guest comments about the Brand Promise **My Passion** applied by room attendant staff in their operational operations.

5.2 Recommendations

Based on the conclusions above and referring to the results of the study, the researcher can give these recommendations:

1. Regarding Brand Promise **My Passion**. It should continue to be applied in the work operations of room attendant staff and all staff in all departments, so that Cititel Hotels can continue to operate.
2. Regarding training on Brand Promise **My Passion** and 6 keys in it, namely: 1) Have the right attitude; 2) Anticipate guest needs; 3) Provide recognition; 4) Be friendly; 5) Show flexibility and 6) Be courteous. Based on the results of interviews with several supervisors, **My Passion** needs to be improved not only during briefings but also special training that is more interesting for staff. It is intended that the excellent service expected by guests can be realized even better.

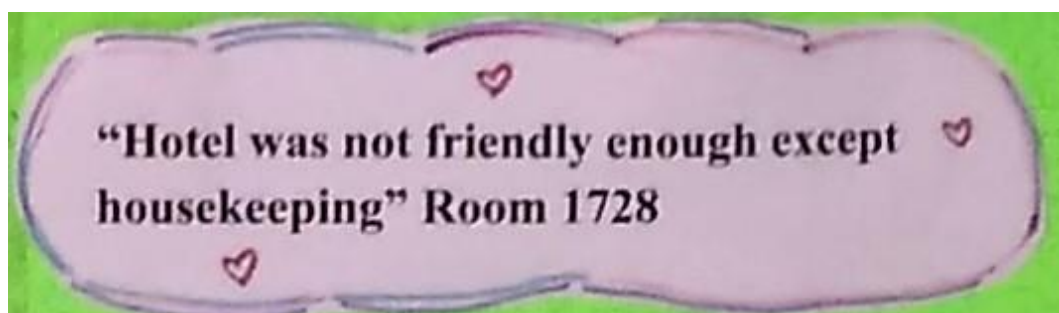
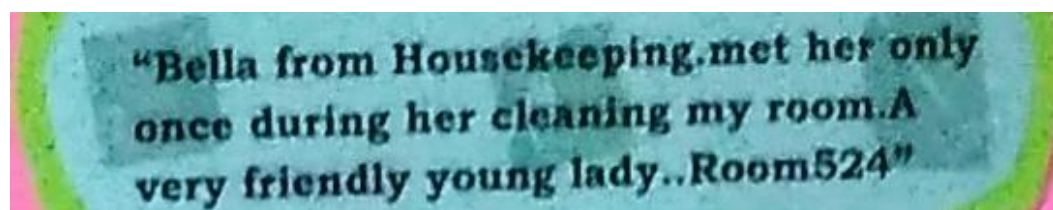
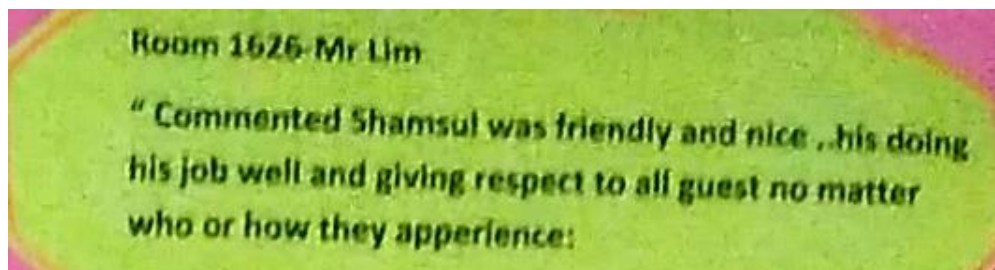
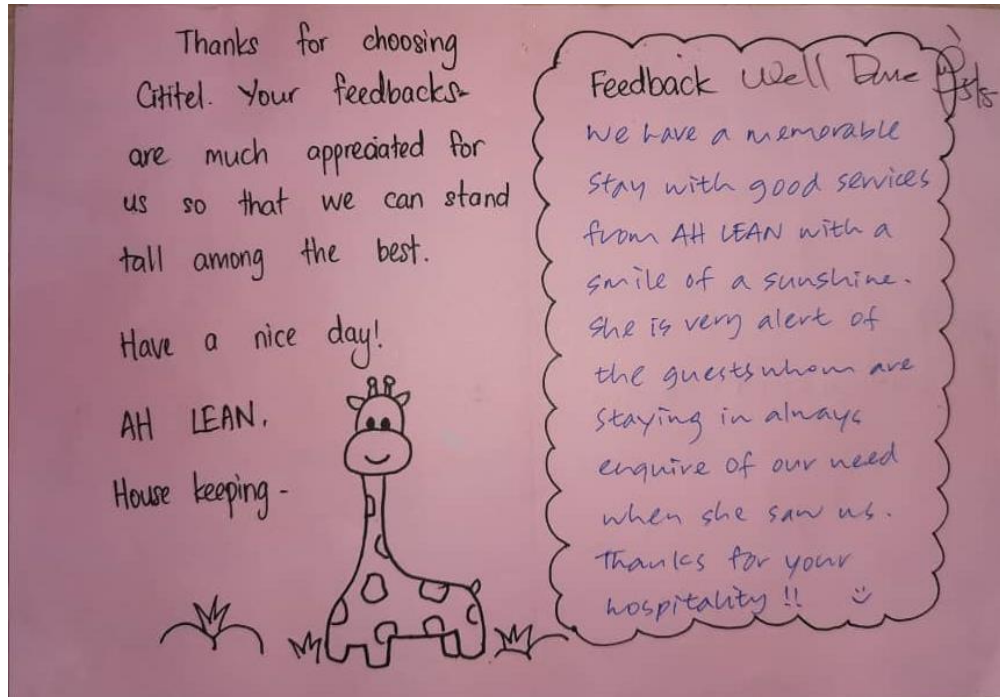
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ATTACHMENTS

Guest's comments for the service from *room attendant*.



♥
"The housekeeping team totally fulfilling"

Room 1714



Room 813

"I would like mentioned your Hkeeping member Kawsar...He is such a polite friendly and hardworking worker person.youre so lucky to have him as a member in cititel "

Room 1626-Mr Lim

" Commented Shamsul was friendly and nice .his doing his job well and giving respect to all guest no matter who or how they apperlence:

Room 1801

"Thank you for the animal sculpture that greeted me which I thought was creative"

Thanks for choosing
Cititel. Your feedbacks are
much appreciated for us
so that we can stand
tall among the best.

Have a nice day!

AH LEAN,
House keeping.



Feedback

Ah Lean, each time
your "friendly doggie"
makes me feel at home
and you have done
an excellent job in
your house keeping.
I also must congratulate
your front desk manager
for her efficiency and
thoughtfulness of a
box of tam salt peas.
I have a busy schedule
and have no time to
buy the biscuits p.to

Thanks for choosing
Cititel. Your feedbacks is
much appreciated by us
so that we can stand
tall among the best.

Have a nice day!

AH LEAN,
Housekeeping.



Feedback

Hi Ah Lean

To stand tall among
the best 'you' have
to give your best.
Attention to detail
and such, Tania M.

Dear my guest

Thank for choosing Cititel.

Your feedbacks are much appreciated for us to that we can stand tall among the best

Have a nice day!

x Nosedah
Housekeeping



Feedback : well Done

Assalamualaikum...

Just want to said that my family and I really enjoying stay at this room. We really satisfied with all services in this hotel.

Thank you !!

We will meet again Next Time!!

← so cute your elephant!!
my children really liked it...

em@il : comelia 86@gmail.com
Whatsapp-0124139303

DEAR MY LOVELY GUEST...

Welcome and mostly Thank You for staying with us

Your suggestions and feedbacks are appreciated for us to stand tall among the BEST!!

HAVE A GREAT
STAY

[HANISHAH]
HOUSEKEEPING
ATTENDANT



Your Feedback...

well Done
It was great.
Never seen this kind of NOTE for the guest.

Very Good Initiative

The Elephant shaped bowl was very wonderful.



Your EMAIL:

