

**THESIS**

**ANALYSIS OF F&B SERVICE PERFORMANCE AT  
NOVOTEL GOLF RESORT & CONVENTION CENTER  
THROUGH ONLINE REVIEW FROM 2017 – 2022**

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 BACKGROUND**

The tourism industry is a business field that produces a variety of services and goods where tourists are the main target of sales. In the development of today's world, the role of information and communication technology becomes important while in the tourism industry, communication technology plays a quite large role. Information communication technology can make it easier for tourists to get information about the products and services offered by the tourism industry, such as tourist sites, hotels, and culinary tours that are even in remote areas by using various types of smartphones and computer equipment, can also include various kinds of information. Starting from the price or location of the hotel, tourist destinations, flight departure times that can be accessed from anywhere and anytime.

At the same time, advances in Information Technology also continue to penetrate into activities to obtain information about things that are liked and disliked by the general public. This includes gathering information about things that people like and don't like. It also means that the experience received when buying goods or services can be known in response to information technology.

Online review is an opinion given by someone about the experience while in an accommodation place. Online reviews can usually be in the form of praise or criticism of the hotel. In hospitality, guest reviews are very important to determine the satisfaction of staying guests and can also be a guide in improving hotel services. With these reviews, they can provide information and also convince potential guests to choose the hotel they will visit.

There are many travel agent applications or websites such as Tripadvisor, Traveloka, Agoda and so on to see reviews and ratings for a hotel. By utilizing

several travel agent websites, the authors collect reviews related to the F&B Service department which are divided into several criteria.

The author carries out job training program at Novotel Manado Golf Resort & Convention Center hotel. For 2 months of practicing in the F&B Service department, the author was placed at Square Restaurant and several times at Banquet. The tasks carried out by the author when she was a trainee in the F&B Service department were various, such as clearing-up, room service, taking orders, making orders, greeting, receiving orders by telephone, delivering orders to the guest table, setting up guest tables, and so forth. The work done can depend on the work shift applied. In the morning shift the author mostly handled guests who were having breakfast, the afternoon shift, she handled Room Service, Events, Meetings, Lunch and Dinner. The author found several complaints while carrying out her work at the hotel. Starting from small problems in the form of delays in room service, clear-up tables which sometimes take a long time and also complaints about prices that are too expensive. With online reviews, guests feel more free to give their comments about the hotel. Guests can write down their experiences during their stay at the hotel.

And from this thought, the author made this thesis to conduct research with the title 'ANALYSIS OF F&B SERVICE PERFORMANCE AT NOVOTEL GOLF RESORT & CONVENTION CENTER THROUGH ONLINE REVIEW FROM 2017 – 2022' which became the place for previous field work practices for the author.

## **1.2 PROBLEM FORMULATION**

Based on the background above, the problem can be formulated as follows:

How is the guest's online review regarding the performance of the F&B Service staff at the Novotel Manado Golf Resort & Convention Center hotel?

### **1.3 AIMS OF STUDY**

Based on the existing problem formulation, the aims of this study are to:

- 1) Identify guest complaints for service improvement
- 2) Identifying positive guest comments for service development
- 3) Analyzing reviews of F&B service to guests

### **1.4 BENEFITS OF STUDY**

The benefits that can be obtained from this research are:

- 1) For Author

By conducting this research, the author adds insight and experience in the world of hospitality, especially in the Food & Beverage department and also improves the author methods and skills in analyzing and researching.

- 2) For Institutions

The results of this study can be used as a reference for further research that will be carried out by students or prospective students to enrich their writing.

- 3) For Industry

As an evaluation material that can improve the quality of services and facilities to increase occupancy that affects hotel profits.