

CHAPTER II

COMPANY OVERVIEW

2.1 Brief History of the Company



Figure 2.1 Aryaduta Lippo Village Logo
Source: Aryaduta.com

The ARYADUTA Lippo Village Hotel is a renowned 4-star establishment in Tangerang built in 1994. It is part of the Lippo Group, specializing in property ventures such as satellite cities, residential complexes, office buildings, industrial hubs, retail centers, hotels, golf resorts, and medical facilities. The Lippo Group extends its property to China and Singapore alongside its presence in Indonesia. Established by Mochtar Riady, the conglomerate commenced operations with Bank Lippo, now known as Bank CIMB Niaga.



The Imperial Aryaduta Hotel and Country Club's inception dates back to 1993, with its completion in September 1994 marking its official inauguration. Originally named the Imperial Century Hotel & Resort and owned by PT. Lippo Karawaci Tbk., the hotel was managed by Century International Hotels. However, following the conclusion of its management contract with Century International Hotels in December 2002, PT. Lippo Karawaci Tbk. proudly assumed direct management responsibilities from March 2001 onwards. In 2003, the property was rebranded as the Imperial Aryaduta Hotel and Country Club. While the hotel's physical address remains unchanged, its website URL has been updated to www.aryaduta.com.




This strategic rebranding consolidated four Indonesian hotels under the ARYADUTA Hotel Group umbrella, including ARYADUTA Lippo Village, ARYADUTA Suite Semanggi, ARYADUTA Menteng, ARYADUTA Pekanbaru, ARYADUTA Manado, ARYADUTA Bandung, ARYADUTA Palembang,





ARYADUTA Medan, ARYADUTA Makassar, and the most recently built ARYADUTA Bali. PT. Lippo Karawaci Tbk. not only oversees the management of 5-star hotels but also engages in the management of golf courses and various other leisure ventures.

ARYADUTA Lippo Village is 45 minutes away from Soekarno-Hatta International Airport, and strategically located close to Supermall Karawaci, other culinary attractions and collaborates with its partner Imperial Klub Golf.

Table 2.1 Room types

No.	Room Type	Description
1.	<p>Deluxe Room Smoking & Non-Smoking</p>  <p><i>Figure 2.2 Deluxe room</i> Source: Yakobus Wijaya (2019)</p>	<p>This type of room has a king or twin beds with an area of 28 M², featuring free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has both a city or pool view. Smoking floor is located on the 3rd floor while the Non-smoking floor is available from the 5th -8th floor.</p>
2.	<p>Premier</p>  <p><i>Figure 2.3 Premier</i> Source: Yakobus Wijaya (2019)</p>	<p>Formerly named as Signature Deluxe, this type of room has a king bed with an area of 28 M², featuring upgraded interior, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has both a city or pool view and is located on the 2nd floor. This type of room is only available for non-smoking and does not have carpeted flooring.</p>
3.	<p>Premier Suite</p>	<p>Formerly named as Signature Suite, this type of room has a king bed with an area of 50 M², featuring upgraded interior, a spacious living room, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a pool view and is located on the 2nd floor. This type of room is</p>

	 <p>Figure 2.4 Premier Suite Source: Yakobus Wijaya (2019)</p>	<p>only available for non-smoking and does not have carpeted flooring.</p>
<p>4.</p>	<p>Superior Suite (Smoking)</p>  <p>Figure 2.5 Superior Suite Source: aryaduta.com</p>	<p>This type of room has a king bed with an area of 50 M², featuring a spacious living room, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a pool view and is only available on the 3rd floor for smoking.</p>
<p>5.</p>	<p>Business Suite</p>  <p>Figure 2.6 Business Suite Source: Yakobus Wijaya (2019)</p>	<p>This type of room has a king bed with an area of 50 M², featuring a spacious living room, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a pool view and is available from 5-8th floor</p>
<p>6.</p>	<p>Villa Deluxe</p>  <p>Figure 2.7 Villa Deluxe Source: Bernadheta Aprilleona (2019)</p>	<p>This type of room has a king or twin bed with an area of 37 M², featuring a private patio, sofa, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a garden view with relaxed natural ambience.</p>

<p>7.</p>	<p>Villa Suite</p>  <p><i>Figure 2.8 Villa Suite</i> Source: Bernadheta Aprilleona (2019)</p>  <p><i>Figure 2.9 Villa Suite living room</i> Source: Aryaduta Lippo Village on Google Review</p>	<p>This type of room has a king or twin bed with an area of 54 M², featuring a spacious living room, private patio, sofa, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a garden view with relaxed natural ambience.</p>
<p>8.</p>	<p>Executive Suite</p>  <p><i>Figure 2.10 Executive Suite</i> Source: Bernadheta Aprilleona (2019)</p>  <p><i>Figure 2.11 Executive Suite living room</i> Source: Bernadheta Aprilleona (2019)</p>	<p>This type of room has a king bed with an area of 84 M², featuring a spacious living room, a private mini kitchen area, a dining table and chairs, free wifi, flat screen TV, minibar, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a pool view and is only available for non-smoking on the 7th floor.</p>

<p>9.</p>	<p>Aryaduta Suite</p>  <p><i>Figure 2.12 ASUT Bedroom</i> <i>Source: Yakobus Wijaya (2019)</i></p>  <p><i>Figure 2.13 ASUT living room</i> <i>Source: Yakobus Wijaya (2019)</i></p>	<p>This type of room has a king bed with an area of 112 M², featuring a spacious living room, a private kitchen, a private dining room, a mini bar area, free wifi, flat screen TV, hairdryer, safety box, electric kettle, shower and bathtub. This type of room has a pool view and is only available for non-smoking on the 8th floor.</p>
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2.1.1 Vision and Mission

Here is the vision and values of the Aryaduta Lippo Village Hotel:

Vision:

“To create a globally competitive, iconic Indonesian hotel brand.”

Values:

1. We put integrity above all
2. We invest in knowledge and innovation to drive value to all stakeholders
3. We show empathy to all
4. We consistently deliver a unique experience to our guests & patrons
5. We create friendly and fun environments for our teams & guests




Aryaduta’s tagline: “Iconically Indonesian, Globally Inspired”

2.2 Facilities

As a hotel and an integrated wellness resort, ARYADUTA Lippo Village offers an array of exceptional facilities to cater to its guests' needs and desires. From

rejuvenating spa treatments and state-of-the-art fitness centers to a variety of recreational options such as indoor and outdoor sports courts, a kids' club, and relaxing dining experiences, every detail is designed to enhance comfort and well-being. Whether the customers are seeking relaxation, adventure, or wellness, the resort ensures a complete and memorable stay for all guests.

Table 2.2 Dining

No.	Food and Beverage Outlets	Description
1.	<p>Lounge Bar</p>  <p><i>Figure 2.14 Lounge bar</i> Source: aryaduta.com</p>	<p>Lounge Bar offers a refined space to enjoy tea, light snacks, or a selection of colorful cocktails and fresh juices. With a menu blending Western and Indonesian flavors, operating daily from 7 AM to 11 PM.</p>
2.	<p>RJ's Sport Bar & Grill</p>  <p><i>Figure 2.15 RJ'S Bar</i> Source: aryaduta.com</p>	<p>RJ's Sport Bar & Grill offers a relaxed atmosphere with cozy interiors, live music, and sports TV, making it an ideal venue for watching games. It also provides a great setting for socializing with friends and family, featuring a pool table and a variety Western dishes with original recipes. The bar is open Monday to Thursday from 5 PM to 1 AM, and Friday to Saturday from 5 PM to 2 AM.</p>
3.	<p>Gardenia</p>  <p><i>Figure 2.16 Gardenia</i> Source: aryaduta.com</p>	<p>The Gardenia offers private dining for both business and pleasure, featuring an authentic à la carte menu with Italian cuisine. It is open daily from 11:30 AM to 10 PM.</p>












<p>4.</p>	 <p><i>Figure 2.17 Laguna Bar</i> Source: Source: Yakobus Wijaya (2019)</p>	<p>Laguna Bar, designed in a Balinese style, offers a tropical ambiance with views overlooking the pool and gardens. It serves a selection of Western and Indonesian cuisine and is open daily from 10 AM to 7 PM.</p>
<p>5.</p>	<p>Palm Café</p>  <p><i>Figure 2.18 Palm Cafe</i> Source: aryaduta.com</p>	<p>Palm Café offers a variety of great buffets featuring both international and local menus. With a covered terrace, it provides an excellent setting for dining. Open daily from 6 AM to 11 PM, it serves a blend of Western and Indonesian cuisine.</p>

Table 2.3 Facilities

No.	Facilities	Description
<p>1.</p>	<p>Lagoon Pool</p>  <p><i>Figure 2.19 Lagoon pool</i> Source: aryaduta.com</p>	<p>Lagoon Pool, designed in Balinese style, is surrounded by lush greenery, creating a calming ambiance. It is an ideal spot for children to enjoy a fun day, while adults can relax and unwind with refreshing drinks. The pool is open daily from 6 AM to 10 PM.</p>
<p>2.</p>	<p>Fitness Center</p>  <p><i>Figure 2.20 Gym</i> Source: Aryaduta Lippo Village FB page</p>	<p>The gym offers state-of-the-art equipment and personal trainers to help customers reach their fitness goals. It is open daily from 6 AM to 10 PM.</p>

<p>3. Alaya Spa & Massage</p>	 <p><i>Figure 2.21 Alaya Source: Agoda.com</i></p>	<p>Alaya Spa & Massage facilities at Aryaduta Lippo Village offer an exclusive range of indulgent treatments designed to help customer to de-stress, rejuvenate, and pamper both customers' mind and body. It is open daily from 10 AM to 10 PM.</p>
<p>4. Panda Kids Club & Outdoor Playground</p>	 <p><i>Figure 2.22 Panda Kids Club Source: Bernadheta Aprilleona (2019)</i></p>  <p><i>Figure 2.23 Playground Outdoor Source: Aryaduta Lippo Village on Google Review</i></p>	<p>Panda Kids Club is an indoor playground designed for children to enjoy a fun and safe environment. Offering a variety of activities to keep kids entertained while allowing parents to relax knowing their children are in a secure space. Moreover, the outdoor kids' playground provides an exciting space for outdoor play, with swings, slides, and more, ensuring children can enjoy both indoor and outdoor fun. Opens from 6 AM to 10 PM.</p>
<p>5. Indoor Badminton & Tennis Courts</p>		<p>The indoor badminton courts are open from 6 AM to 10 PM, providing an ideal space for both</p>

	 <p><i>Figure 2.24 Indoor Court</i> <i>Source: agoda.com</i></p>	<p>casual play and competitive matches. Similarly, the indoor tennis court is available during the same hours, providing ample space for singles or doubles matches. Both courts offer a comfortable and well-equipped environment for sports enthusiasts of all skill levels to practice and enjoy their games.</p>
<p>6. Basketball Court</p>	 <p><i>Figure 2.25 Basketball Court</i> <i>Source: Aristo Geofany Fernandez (2024)</i></p>	<p>The basketball court is open from 6 AM to 10 PM, providing an ideal space for both casual games and more competitive play. It offers a great environment for basketball enthusiasts of all levels to enjoy the sport.</p>
<p>7. Wall Climbing</p>	 <p><i>Figure 2.26 Wall Climb</i> <i>Source: Google reviews</i></p>	<p>The outdoor wall climbing area is open from 6 AM to 10 PM, offering an exciting challenge for climbers of all levels. With a variety of routes to explore, it provides a great opportunity for both beginners and experienced climbers to test their skills in an outdoor setting.</p>

<p>8. Mini Soccer Field</p>		<p>The mini soccer field is open from 6 AM to 10 PM, providing a fun and accessible space for soccer enthusiasts of all ages. Whether the customers are playing a casual game with friends or practicing their skills, it offers a great environment for both recreational and competitive play.</p>
<p><i>Figure 2.27 Mini Soccer</i> <i>Source: Yonathan Susanto (2024)</i></p>		

2.3 Organizational Structure

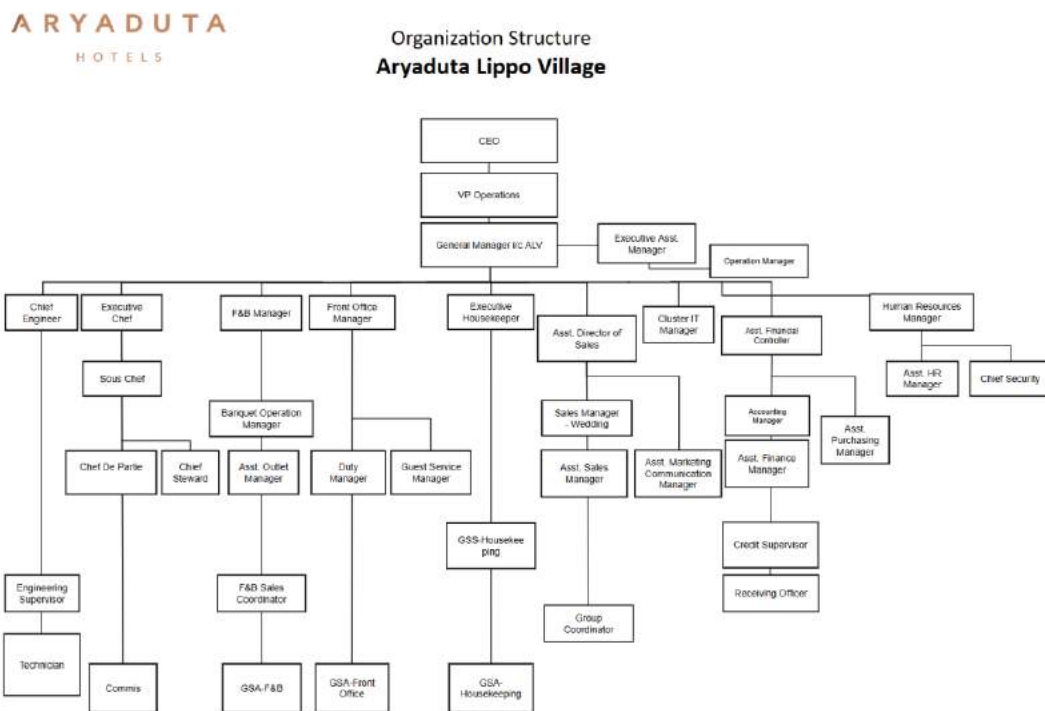


Figure 2.28 Organizational Chart of ARYADUTA Lippo Village

Source: Author's data

Following is the job description for each position in Front Office Department:

1. Front Office Manager (FOM)

The Front Office Manager is responsible for overseeing all front desk operations, ensuring efficient check-in and check-out processes, and managing guest inquiries and complaints. They supervise, train, and schedule front desk staff, maintain the front office budget, and prepare performance reports. The manager coordinates with other departments, such as housekeeping, to ensure smooth operations and addresses security and compliance protocols. FOM plays an important role in maintaining high service standards and creating a welcoming environment for guests and ensuring operational efficiency.

2. Duty Manager

The Duty Manager is responsible for overseeing front desk operations during assigned shifts, ensuring high service standards and operational efficiency. They manage staff schedules, address guest inquiries and complaints, and oversee check-in/check-out processes, room assignments, and adherence to hotel policies. The role also involves financial oversight, including handling transactions and billing accuracy, maintaining safety and security protocols, and acting as a liaison between staff and upper management. Additionally, the Duty Manager trains and supports front desk personnel. The Duty Manager plays a key role in maintaining smooth operations and enhancing guest satisfaction.

3. Guest Service Manager

The Guest Services Manager has similar duties as Duty Manager, overseeing front desk operations, ensuring smooth check-ins and check-outs while maintaining high service standards. They manage and train front desk staff, address guest needs and complaints, and handle room assignments and bookings. The role involves resolving guest issues, collaborating with other departments, and ensuring overall guest satisfaction. Strong leadership, communication skills, and experience in hotel management are essential for success, along with proficiency in property management systems. Strong

leadership, communication skills, and the ability to manage multiple tasks are essential for this position, ensuring a positive guest experience and smooth operation of front office activities.

4. Front Desk Agent/ Guest Service Agent

The Front Desk Agent/Guest Service Agent is responsible for managing guest check-ins and check-outs, room assignments, and addressing inquiries or requests. They greet guests warmly, register arrivals, and ensure accurate guest information is entered into the hotel systems. The agent is knowledgeable about room types, hotel promotions, and loyalty programs, and assists with special requests. They resolve complaints or escalate issues as needed, ensuring guests leave with a positive impression. Additionally, they maintain a clean and organized front desk area and stay updated on reservation procedures.

