

CHAPTER 1

INTRODUCTION

1.1 Background

The hospitality sector represents a vital segment within the global tourism industry (Morhulets et al., 2024). In Indonesia, the rapid progression of the hotel industry has generated significant growth, propelled by increasing mobility and the expansion of tourism infrastructure. This development has created extensive employment opportunities and promising career pathways for professionals. To succeed in this dynamic field, individuals must recognize that decision-making contexts are rarely as rational as neoclassical economic models suggest, where choices strictly follow the principle of utility maximization.

Specifically, travel decisions involve high levels of perceived risk and uncertainty, as they require selecting future emotionally charged experiences that are difficult to evaluate using purely rational criteria. Furthermore, behavioral economics serves as a useful analytical tool across all stages of the tourist journey, from pre-trip planning to during-trip and post-trip behavior.

Given the industry's complexity, an internship is essential for students to bridge the gap between theoretical knowledge and professional practice. It introduces students to the unique work culture of hospitality, including the implementation of strict Standard Operating Procedures (SOPs) and work ethics centered on guest service (Miliyani et al., n.d.; Muchlisin&Posumah, 2025).

Within hotel operations, the housekeeping department is responsible for maintaining cleanliness standards, which play a crucial role in shaping guests' perceptions of service quality (Ojha et al., 2025). Cleanliness is one of the aspects most directly experienced by guests and has a significant impact on their overall satisfaction; the quality of room cleaning and the availability of adequate supplies are key indicators that influence these perceptions (Aurellia & Hermansyah, 2024; Soma Wati et al., 2022).

In addition to cleanliness, the effective performance of the housekeeping department is essential in responding to guest needs promptly (Casado, 2011; Jones, 2007). Structured training programs for housekeeping staff can enhance their ability to handle guest requests and complaints, which ultimately yields a positive impact on guest satisfaction.

The author chose Atria Hotel GadingSerpong for the internship because it is a 4-star hotel with an elegant and sophisticated ambiance. These high standards and the professional atmosphere encouraged the author to grow both professionally and personally. Housekeeping at Atria Hotel GadingSerpong is divided into four sections: linen attendant, order taker, public area attendant, and room attendant. During the six-month internship program, the author was assigned to these four sections—order taker, linen attendant, public area (pool attendant), and room attendant—with each rotation lasting one month as determined by the supervisor.

During the placement, the author gained hands-on involvement in all operational aspects, from standard room preparation to setups for VIP and VVIP guests. This included mastering bed-making techniques, implementing strict sanitization protocols for high-touch areas, and arranging amenities with precision to meet the hotel's premium standards. Beyond technical tasks, the author developed an understanding of how efficient workflows and attention to detail are critical to maintaining guest satisfaction.

Furthermore, the author gained insights into interdepartmental collaboration. The housekeeping department collaborates with the Front Office regarding room status to determine guest needs (Azzahra & Asshofi, 2024). It also works with Engineering to monitor damage or malfunctions, and with Food and Beverage Service to maintain the cleanliness of guest rooms and corridors (Widiastini et al., 2024). Collaboration extends to Banquets for event decorations, as well as Accounting and Cost Control regarding financial reports, laundry service pricing, inventory, and Purchase Requests (PR).

Beyond material benefits such as a monthly stipend, complimentary meals, and uniforms, the author gained priceless intangible skills, including time management, empathy, and communication. Interacting with department heads and team members provided insights into career pathways and allowed for the expansion of a professional network. This experience reinforced the importance of choosing a reputable institution for an internship to develop the skills necessary for a successful career in the hospitality industry.

1.2 Purpose

The purpose of this internship program is to provide the author with direct immersion in the working world and gain work experience, as well as learning knowledge, attitude, professionalism, and soft skills. She also applied her studies in the fifth semester for professional practice. This program teaches her understanding of the working world and prepares her mentally for her future career path. Through this internship program, the author was able to:

A. Learn about work attitudes.

The author also gained knowledge and soft skills during her six-month study at Atria. Not only were skills and knowledge taught during the six months at Atria Hotel GadingSerpong, but they were also taught to develop a good work attitude and honesty, professionalism, and empathy and compassion. Only then are these soft skills and knowledge put to use. If a poor attitude is lacking, neither will the work nor the six-month learning journey.

B. Professional Network

During the internship program, the author had the opportunity to build this network, not only providing insight into the hotel industry, but also opening up opportunities for future collaboration through interactions with hotel manager staff and other professionals. This network provides an opportunity to build valuable experience, provide career guidance and support future professional

growth.

C. Emphasis on self-development

The double work pressure experienced during the internship provided an opportunity for the author to develop himself with complex responsibilities, the author learned how to improve his time management, problem solving and decisionmaking skills. This experience helped the author to be ready to face the challenges of the real world of work.

D. Focusing on documenting growth

As a reflection and documentation of professional growth, this report summarizes the author's internship journey in developing the skills, knowledge, and attitudes necessary for success in the hospitality industry. As a reflection and documentation of professional growth, this report details the achievements, challenges, and lessons learned during the internship program.

1.3 Process and Procedure

The internship program is mandatory program for all hospitality student in the Hotel Operations Study Program upon reaching their fifth semester and it constitutes one of the main requirements for graduation. This internship is scheduled to last for sixth month. On boarding connections internship on 1 July 2025- 1 January 2026. With a minimum requirements of 800 working hours or 100 working days. The author choice program internship housekeeping department and fulfilled all the requirements including holding activity student's status, having completed a minimum of 75 semester credit units.

And achieving a grade point average attending the internship briefing provided by the campus, the author gained a comprehensive understanding of the before and after participating in the internship program. Following the briefing for the internship program, the author researched and conducted research on off-campus learning programs, or internships. With knowledge of

how to write a resume, how to face interviews, interview preparation, and other courses related to the internship program, the author participated in various internship program participation activities:

- A. The author wrote a letter of personal information and sent it to the relevant department. This letter was submitted to the hotel operations admin. Obtaining the signature of the head of the hotel operations program takes 1-3 working days.
- B. After submitting the letter, the author sent the resume and recommendation letter to the internship course coordinator, which was emailed to the hotel by the course coordinator on May 5, 2025.
- C. The hotel responded on May 22, 2025, to conduct an interview at Atria Residences GadingSerpong. The interview took place at 11:30 a.m.
- D. On May 22, 2025, an interview was held with the executive housekeeper of the hotel and Residences. The first interview With Mrs. Ira, the executive secretary, the interview was conducted with 15 minutes for the author herself. There were several questions about knowledge about housekeeping and why they chose Atria. as a second learning environment after campus. The executive housekeeper also asked, "Why should I choose housekeeping as my six-month learning medium at Atria?"
- E. On May 26, 2025, the author received an acceptance letter for on-the-job training from the hotel.
- F. On May 31, 2025, the author underwent on-boarding at Atria Residences at 10:00 AM. This activity was mandatory for all 28 trainees in batch 2025, providing them with the necessary training and discipline in the hotel. That same day, Atria's human capital team completed data entry during the six-month training program at Atria. After completing on-boarding, the author was placed in a hotel or residence for six-months of

training. After being selected for the Atria Hotel GadingSerpong, the author was introduced to office housekeeping and the housekeeping mentors.

- G. On July 1, 2025. Introduction and distribution of mentors by section, on July 1, 2025. The author was assigned to the room attendant section for 1.5 months with alternating mentors on the following days. Then the author learned with each mentor how to create SOP room status and how to create a cleaning room.