

CHAPTER II

GENERAL DESCRIPTION

2.1 Hotel's Profile

2.1.1 Hotel History

Atria Hotel GadingSerpong is operated under Parador Hotels owned by Paramount Enterprise. It began its journey as part of the Aston chain before undergoing a transformation into Atria GadingSerpong on November 1, 2010. As a four-star hotel with international standards, Atria Hotel GadingSerpong is strategically positioned in the Serpong Central Business District (CBD) area serving the needs of the local market in the field of conferences, travel and tourism in the West Jakarta, Serpong and Tangerang areas. The hotel offers 156 rooms with modern and elegant designs, as well as superior facilities such as 6 flexible meeting rooms and 4 ballrooms that can accommodate up to 800 people, making it an ideal destination for various events and activities.

Renovation in 2022: During the pandemic period, the hotel underwent various upgrades starting with the lobby featuring a modern concept with champagne gold accents, a new lounge named BateeQ Lounge, more stylish meeting rooms, as well as several existing room types being revamped along with the introduction of new ones such as Premier Room, Premier Corner Room, Junior Suite, and Suite. Additionally, the building's exterior appearance was also updated to be more modern with magnificent lighting fixtures.



Figure 2.1Atria Hotel GadingSerpongLogo

Beyond its physical infrastructure, Atria Hotel GadingSerpong is deeply committed to delivering the 'Parador Experience,' which blends modern hospitality with authentic Indonesian warmth. This commitment is reflected in the hotel's adherence to stringent health, safety, and cleanliness protocols, ensuring that every guest enjoys a secure and comfortable environment. Over the years, the hotel has consistently evolved to meet the dynamic demands of the hospitality industry, earning a reputation as a trusted partner for both government and private sector events through its dedication to service excellence and professional integrity.

As a key player in the development of the Serpong Central Business District, the hotel also prioritizes sustainability and local engagement. Through various Corporate Social Responsibility (CSR) initiatives and a focus on supporting local tourism, Atria Hotel GadingSerpong plays a vital role in the regional economy. This holistic approach to hospitality, combined with its 2022 modernizations, ensures that the hotel remains at the forefront of the industry, providing a sophisticated sanctuary for modern travelers while maintaining its heritage as a landmark of excellence in Tangerang.

2.2 Facilities

In Atria Hotel there are also several facilities such as gym, swimming pool, playground, BateeQ Lounge, Legen Restaurant, Kalyani Spa, also 6 meeting rooms and 4 ballrooms.

2.1.2 Room Types

Having 156 hotel rooms consisting of 64 deluxe rooms, 54 premier rooms, 4 grand premier rooms, 18 premier suites, 6 atria suite rooms, 9 family suite rooms and 1 grand royal suite room has an area of 50 M2 per square meter, equipped with a family room, a spacious bed, LED TV with local and international channels, a safe, a work desk, a wardrobe, a sofa, a telephone, tea and coffee equipment, a minibar, shower toiletries, a bathtub, a coat, a hair dryer

and a sleeper inside.



Figure 2.2 Suite Room

Source: <https://parador-hotels.com/atria-hotel-gading-serpong>



Figure 2.3 Deluxe Room

Source: <https://parador-hotels.com/atria-hotel-gading-serpong>

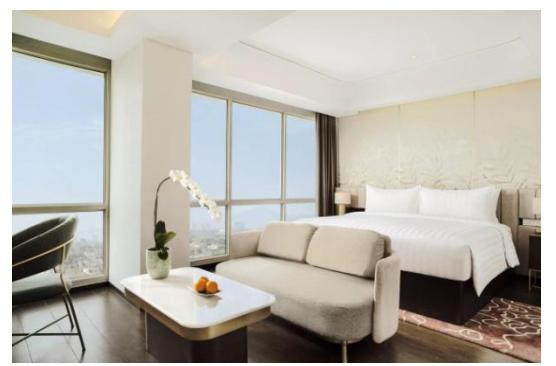
The 25-square-meter room is available with twin or double bed options and is designed to provide comfort and convenience for guests. The room features an LED TV, a sofa, and high-speed internet access to support both relaxation and productivity. It also includes a bathroom with a rain shower, a minibar, a coffee/tea maker, and a safe deposit box. Complete guest amenities, such as a hair dryer, are provided to ensure a pleasant and comfortable stay.



Figure 2.4 Premiere Room

Source: <https://parador-hotels.com/atria-hotel-gading-serpong>

The 25-square-meter room is available with twin or double bed options and is designed to provide comfort and convenience for guests. It features a Smart LED TV, a sofa, and high-speed internet access to support both relaxation and productivity. The room includes a bathroom with a rain shower, as well as facilities such as a minibar, a coffee/tea maker, and a safe deposit box. Complete guest amenities, including a hair

	<p>dryer, are provided to ensure a pleasant and comfortable stay.</p>
	<p>The 30-square-meter room is designed to provide a comfortable and functional stay for guests. The room features a Smart LED TV, a sofa, and a daybed sofa, creating a relaxing space to unwind. It also includes a bathroom, a coffee/tea maker, a minibar, and a safe deposit box. Complete guest amenities, such as a hair dryer, are provided to ensure a pleasant and convenient stay experience.</p>
<p>Figure 2.5 Premier Corner Source: https://parador-hotels.com/atria-hotel-gading-serpong</p>	
	<p>The 37-square-meter room offers a comfortable and well-appointed space for guests. It is equipped with a Smart LED TV, a sofa, and a daybed sofa, providing a relaxing atmosphere. The room features a bathroom with a bathtub, along with convenient facilities such as a coffee/tea maker, a minibar, and a safe deposit box. Complete guest amenities, including a hair dryer, are provided to ensure a pleasant and enjoyable stay.</p>
<p>Figure 2.6 Junior Suite Source: https://parador-hotels.com/atria-hotel-gading-serpong</p>	
	<p>The 50-square-meter room is available with twin or double bed options and offers a spacious and comfortable environment for guests. The room is equipped with a Smart LED TV, a separate living room, and high-speed internet access to ensure both relaxation and connectivity. It features a bathroom with a bathtub, as well as convenient facilities such as a minibar, a coffee/tea maker, and a safe deposit box. Complete guest amenities, including a hair dryer, are provided to enhance the overall stay experience.</p>

<u>gading-serpong</u>	
	<p>The 60-square-meter room is designed to provide maximum comfort with complete facilities, including a Smart LED TV, a comfortable living area, a bathroom with a bathtub, and a coffee/tea maker to enhance relaxation. This room is also equipped with a daybed sofa, minibar, safe deposit box, and guest amenities such as a hair dryer.</p>
Figure 2.8 Family Suite Source: https://parador-hotels.com/atria-hotel-gading-serpong	
	<p>The 142-square-meter room offers a more spacious and exclusive experience with additional facilities including a dining area, a private pool, and a gazebo. It also features a Smart LED TV, living room, bathroom with a bathtub, coffee/tea maker, daybed sofa, minibar, safe deposit box, and guest amenities such as a hair dryer, providing a luxurious and refined stay experience.</p>
Figure 2.9 Royal Suite Source: https://parador-hotels.com/atria-hotel-gading-serpong	



Figure 2.10 BateeQ Lounge

Source: <https://parador-hotels.com/atria-hotel-gading-serpong>

BateeQ Signature High Tea offers an experience that combines deliciousness and elegance, featuring two main highlights not to be missed. The Coffee Journey takes guests on an exploration of diverse flavors and aromas of high-quality coffee, from the bean selection process to perfect presentation. Meanwhile, BateeQ Dining presents beautifully arranged delicious dishes, perfecting moments of relaxation while enjoying the elegant ambiance offered by BateeQ.

2.3 Organizational structure

The organizational structure at Atria Hotel GadingSerpong is designed to ensure operational efficiency and strong, continuous coordination between departments. Each department has clear roles and responsibilities, as well as a structured chain of command to support smooth service delivery and the achievement of hotel goals. The organizational structure at Atria Hotel GadingSerpong emphasizes not only but also collaboration between departments. Open communication and strong teamwork are key to creating a harmonious work environment and providing the best service to guests.

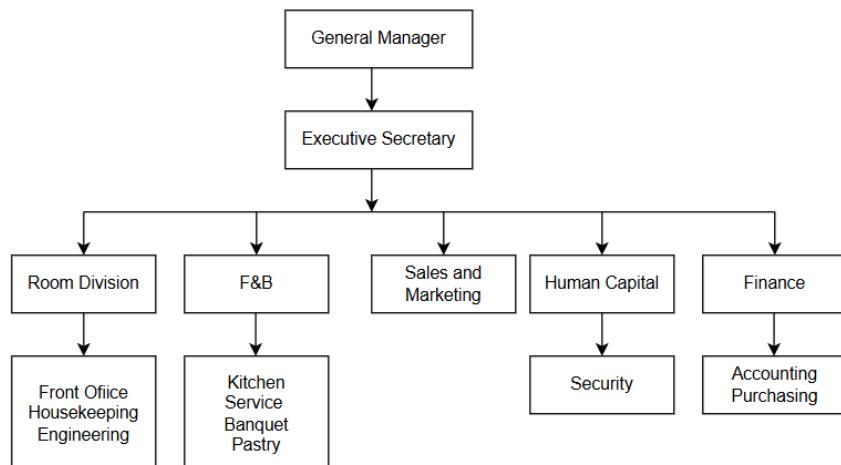


Figure 2.11 Organizational Structure

Source: Atria Hotel GadingSerpong Internal Data (2025)

Atria Hotel GadingSerpong organizational structure consists of several key departments, such as front office, housekeeping, food and beverage, engineering, and sales and marketing. Each department is led by a manager who reports to the general manager. This structure ensures the hotel's operational aspects run smoothly and coordinated. This structure enables quick and effective decision-making and ensures that each employee understands their respective roles and responsibilities in achieving the hotel's vision and mission.