

CHAPTER TWO

LITERATURE REVIEW

In this chapter the writer explains about definition of hotel, food and beverage service department, room service, employee working performance and service quality.

2.1 Hotel

Sugiarto (2003, p.3) says that hotel is one of hospitality industry that is always needed by tourist for their place to stay, tourist can enjoy the facilities and foods and beverage that is provided by hotel for business industry. In other opinion, Rumecko (2004, p.2) says hotel is a building that provides rooms, food, beverage, and other facilities to the guest to get profit. From those statements, the writer concludes that hotel is a place that provides room, facilities, foods and drinks to the guest to get profit.

Hotels are classified based on the standard facilities. The classification of the hotel is recognized through stars. It is star 1 until star 5 hotels (Sulastiono, 2008). Based on United State Lodging Industry (2004), the hotel is divided into four types:

1. Transit Hotel

Transit hotel is a kind of hotel which is located in the center of city. The guests who stay in this hotel are mostly businessmen and tourists.

2. Residential Hotel

Basically, this kind of hotel is a house or an apartment which room is rented monthly or yearly. Residential hotel provides service like a hotel, for example there is food and beverage service and room cleaning service.

3. Resort Hotel

Resort hotel is generally located near beach and it is provided for tourist. This hotel has room conference facility.

4. Business Hotel

Business Hotel is a hotel that is provided for people who have business or activities for short time and long term periods.

2.2 Food and Beverage Service Department

Hotels have some departments to support their service to the guest hotel. One of department is Food and Beverage Service. According to Bagyono (2006, p.120), food and beverage service is one of several facilities in a hotel which functions to sell food and beverage. Food and Beverage Service performs function in various outlets such as restaurant, bar, lounge, swimming pool and banquet.

Food and Beverage service department is important department, since this department connects to guest directly. Furthermore, Food and beverage Service department is also as department in hotel that influences the largest source of revenue in a hotel after front office department.

Food and beverage service department can be divided into two parts according their respective duties, namely the front (front service) and the rear (back service). Although the two parts are separated, it is interdependent to each other. Both parts should be in one team work. The Section in Food and Beverage Service Department are:

1. Front Service Section
 - a. Usually consists of a restaurant, bar, banquet and room service.
 - b. Officer of this section is directly related to the guests.
2. Back Service Section
 - a. Usually consists of a kitchen, steward, bar service and cafeteria employees.
 - b. Officer of this section is not related to the guests, they only work to make food or drink from the guest.

2.3 Room Service

Marsum (2005, p.342) says that room service is section of Food and Beverage Service Department that gives a service to the guests who stay in room hotel. It includes provided foods, drinks, and mini bar. Meanwhile, Sugiarto (2003, p.115) says that room service is one of section of Food and Beverage Service that provided foods and drinks to the guest room in hotel. There are two ways to order in room service:

1. By Telephone

If the guest orders some dishes by telephone, the order is directly accepted by order taker. She or he will write the guests order on order slip. It is a manual system to accept guest order. In other way, order taker can type the guest order by using computer and it will be printed as a guest bill to the guest and for the kitchen. The guests who order the dishes by telephone, usually use menu a'la carte or table d'hote order.

2. Doorknob Menu

Doorknob menu is a kind room service which the guest can hung the list of the menu they order on the doorknob. The list contains selected menu and time of delivery. The room service staff will collect, prepare and send the menu at the specified time.

Room service provides some menu to the guest who stays in the hotel, menu in room service and menu in restaurant are same. According Sugiarto (2003, p.117), room service has some menu that have been provided to the guest, they are:

- a. Doorknob menu (menu for breakfast).
- b. A'la carte (menu for breakfast, lunch and dinner).
- c. Table d'hote (menu for breakfast, lunch and dinner).
- d. Drink list (list of drinks).
- e. Pastry (list of cake).

Kinds of Service in room service are different to the service in the restaurant like American service, French service, Russian service, Russian service and English

service. Sugiarto (2003, p.117) says that Room Service only have two kind of service, they are:

a. Tray service

Tray service is the service that the dishes are delivered into guest room by using tray. This service is used if the guest order is only one or two kinds of food.

b. Trolley service

Trolley service is the service that the dishes are delivered into guest room by using trolley. This service is used if the guest order is more than two kinds of food.

2.4 Employee Working Performance

Employee working performance is needed to support the good service to the guest because employee working performance has purpose to make guest feel satisfy. To make the guest feel satisfy, every employee should take their responsibility and do the duty based on Standard Operational Procedure when giving the service.

Based on Indonesian Dictionary, the word performance is defined as something that is achieved from ability and achievement. Performance has several important supporting elements such as speed, accuracy, and the absence of complaint. Effect of performance is crucial in determining the effectiveness of performance in a company. Meanwhile, Hasibuan (2002, p.94) describes the performance is achievement. It means that working performance is a result of work attaining that achieved by employee after taking their responsibilities. How far the employees reach the achievement, they should follow the standard performance appraisal process. Siswanto (2005, p.7) defines the elements of performance appraisal process are:

1. Fidelity

Fidelity is the determination and ability to obey, execute and practice something that is adhered with full awareness and responsibility. Determination and the ability can be proved by the attitude and behavior of the relevant workforce in daily activities and in carrying out the duties.

2. Working Result

The definition of working result is achievement that attained by labor after doing the tasks. In general, employee working performance is influenced by the skill, experience, and determination of labor.

3. Responsibility

Responsibility is the ability of labor in completing tasks or jobs as well as possible, on time, and able to take risk on decisions taken or actions.

4. Obedience

The definition of obedience is the ability of labor to obey the statutes , laws and official regulations in force, obey orders given of official authorized supervisor, as well as the ability to didn't violate the prohibition established companies or the government, either in writing or not.

5. Honesty

The definition of honesty is labor sincerity in implementing the tasks or jobs and not to abuse the authority that had been given to him.

6. Cooperation

Cooperation is labor cooperation with others in completing a task and the work to achieve efficiency and effectiveness as much as possible.

7. Initiative

The initiative is making necessary decisions, measure or action to implement basic tasks without waiting for orders or instruction.

8. Ability

The meaning of ability is a labor to convince others workers. It can influence for maximum perform basic tasks.

2.5 Service Quality

Service quality is important things to make guest satisfy to the service. It can be shown from the good or bad service of company to guests in hotel especially at room service. Guest will feel comfortable when employee do their job based on Standard Operational Procedure. Service quality that is given to the guest by employee in hotel decides the number of the guest who stays in the hotel. According to Sugiarto (2002, p.216), service quality is given by the maximum efforts of service personnel of an industrial company to meet the expectations and needs of customers in order to reach their satisfaction. Meanwhile, according to Boone (1995 : 439), service quality refers to the expected perceived quality of service offering. It is primary determinant of customer satisfaction or dissatisfaction. From those explanations, the writer concludes that service quality is service that is given to the guest with the expectation they feel satisfaction.

Because of service quality is important to the guest satisfaction, it is possible if the services received exceed guest expectations, the service quality is excellent. Conversely, if the services that received are lower than expected, then service quality is bad. For customer, service quality is adjusting to his or her required specifications. It is customer's consideration and decision about service quality. Therefore, service quality problems can be detected, Helien (2004, p.7) says there is three quality problems, they are:

1. Quality of service is a form of a promise.
2. Quality is to achieve a reality of hope and a commitment predetermined.
3. Quality and integrity is something inseparable.

Parasurama (1998, p.12) says that there are ten criteria and dimensions through which service quality can be assessed:

1. Reliability

It is the ability of an organization to accurately achieve its services in the proper time and it is based on the promises it has made to its clients.

2. Responsiveness

It is the tendency and willingness of service providers to help clients and satisfy their needs immediately reply to their inquiries, and solve their problems as quickly as possible.

3. Competence

It is having adequate skills and knowledge that enable the employees to perform their jobs properly.

4. Accessibility

It is providing easy access to a service in terms of location and through services provided via the telephone, the internet, or any other means of communication.

5. Courtesy

It is treating clients respectfully in a polite friendly manner, understanding their feelings, and answering their phone calls gently.

6. Communication

This occurs through gentlemanly listening to the client conveying information to them clearly and facilitating external communication with workers.

7. Credibility

This can be achieved through full trust and confidence in the service provider as well as his honesty and straight forwardness.

8. Security

This depends on whether the service is free from risks and hazards, defects or doubts so that it provides bodily safety, financial security as well as privacy.

9. Understanding/ knowing the customer

This can be made achievable through the ability to pinpoint the customers' needs as well as understanding their individual problems.

10. Tangibility

This includes physical aspects connected with service such as instruments and equipment, persons, physical facilities like buildings and nice decoration and other observable service facilities.

The above mentioned ten dimensions have been integrated into only five ones. Researchers agree on the fact that these dimensions are appropriate ones which help reveal the customers' expectations and perception. This new model is called 'Servqual'. This compound word consists of the two words 'Service' and 'Quality', (Garvin and Darvis, 1994, p.4) defines these five dimensions include:

1. Reliability

Reliability means relating to the company's ability to provide accurate service since it is without making any errors and deliver services in accordance with the agreed time.

2. Responsiveness

Responsiveness means regard to the willingness and ability of the employees to help customers and respond to their requests. Moreover, it relates to informing when services will be provided and then provides services quickly.

3. Assurance

Assurance means the behavior of the employees which are able to foster customer trust towards the company and the company can create a sense of security for customers. Assurance also means that employees are always being

polite and master the knowledge and skills needed to handle any questions or concerns customers.

4. Empathy

Empathy means that the companies understand the customer problem, act in the interests of the customer, and provide personalized attention to the customers and has convenient hours of operation.

5. Tangibles

Tangibles mean respect to the attractiveness of physical facilities, equipment, and materials used by the company, as well as employee performance.