

CHAPTER I

INTRODUCTION

1.1 Background

The Aryaduta Hotel and Convention Centre Palembang is a five-star hotel. This five-star hotel is located on Jl. POM IX Palembang Square. The location of the hotel is very strategic because it is built in the city centre of Palembang. It is close to the business area, shopping centre and entertainment. Previously, it was Aston Hotel. The project was completed at the end of 2004. Aston Palembang Hotel and Convention Centre was opened and started its business on February 15, 2005. On 1 September 2008 the management changed into the Aryaduta Hotel and Convention Centre Palembang. The General Manager was Mr. Andreas A.Stiller but now the General Manager of Aryaduta Hotel and Convention Centre is Mr. Bramwell Pearce.

The Aryaduta Hotel and Convention Centre Palembang has eight departments. They are Accounting Department, Front Office Department, Engineering Department, Sales and Marketing Department, Human Resources Department, Housekeeping Department, Security Department, and Food and Beverage Department. Each department has its duties and responsibilities.

One of the departments in Aryaduta Hotel and Convention Centre Palembang is Food and Beverage Department. This department has duties and responsibilities to produce food and beverage. Another duty and responsibility of Food and Beverage Department is to serve the guests of the hotel with the food and beverage.

In Aryaduta Hotel and Convention Centre Palembang, Food and Beverage Department is divided into Food and beverage Product and Food and beverage Service. In order to gain high profit for the hotel, Food and Beverage Product Section tries hard to prepare and produce food and beverage with high quality.

Meanwhile, Food and Beverage Service Section tries hard to serve the guests with excellence service. At the same time, restaurant in Aryaduta Hotel and Convention Centre Palembang tries to prepare and produce high quality food and beverage and to serve the guests with excellence service. For that purpose, Aryaduta Hotel and Convention Centre Palembang applies standard operational procedure.

Standard operational procedures are applied in all departments and sections of Aryaduta Hotel and Convention Centre Palembang including in Food and Beverage Service Section. The question arises whether the staffs work based on Standard Operational Procedure of Aryaduta Hotel and Convention Centre Palembang or not? The next question is whether the Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang related to the international SOP of Food and Beverage Service?

Those questions are very urgent for the development of Aryaduta Hotel and Convention Centre Palembang so that the management will understand what to do in relation with excellence service. Moreover, the management will understand the real condition of the staffs at Food and Beverage Service of Aryaduta Hotel and Convention Centre Palembang so that the management will understand what to do with the staffs whether to give rewards or to expose them with some training and development. Finally, full comprehension about Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang and its relationship with the international SOP of Food and Beverage Service will make the management predict high profit for the hotel. Therefore, the researcher focused the research on the service in Food and Beverage Department of Aryaduta Hotel and Convention Centre Palembang. The title of the research was “The Analyses of Service in Food and Beverage Department of Aryaduta Hotel and Convention Centre Palembang”.

1.2 Problem Formulation

The following were the problem formulation of the research:

- Do the staffs work based on the Standard Operational Procedure (SOP) of Aryaduta Hotel and Convention Centre Palembang?
- Is the Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang related to the international SOP of Food and Beverage Service?

1.3 Purposes

The purposes of this research were:

- To find out whether the staffs work based on the Standard Operational Procedure (SOP) of Aryaduta Hotel and Convention Centre Palembang.
- To find out whether the Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang related to the international SOP of Food and Beverage Service.

1.4 Benefit

The following were the benefits for Aryaduta Hotel and Convention Centre Palembang, the benefits for the researcher and benefits for the readers.

For Aryaduta Hotel and Convention Center Palembang

- The management will understand what to do in relation with excellence service.
- Moreover, the management will understand the real condition of the staffs at Food and Beverage Service of Aryaduta Hotel and Convention Centre Palembang so that the management will understand what to do with the

staffs whether to give rewards or to expose them with some training and development.

- Finally, full comprehension about Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang and its relationship with the international SOP of Food and Beverage Service will make the management can predict high profit for the hotel.

For the Researcher

- The researcher will understand everything about excellence service.
- The researcher will understand the real condition of the staffs at Food and Beverage Service of Aryaduta Hotel and Convention Centre Palembang so that the researcher can give suggestions to the management whether to give rewards or to expose the staffs with some training and development.
- The researcher will understand whether the Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang related to the international SOP of Food and Beverage Service.

For the Reader

- The readers will understand everything about excellence service.
- The readers will understand the real condition of the staffs at Food and Beverage Service of Aryaduta Hotel and Convention Centre Palembang.
- The readers will understand whether the Standard Operational procedure (SOP) at Food and Beverage Service Section of Aryaduta Hotel and Convention Centre Palembang related to the international SOP of Food and Beverage Service.