

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discusses service excellence, food and beverage service, type of service, and standard operational procedure.

#### **2.1 Service Excellence**

According to Faztrack (2013, p.1), service excellence means the service is the best. Moreover, Nurhasyim, (2004, p.16) stated that service excellence is:

- a) Excellent service which is given by the government to the customer or the user.
- b) Excellence service is available if there is the standard.
- c) It is called service excellence if the service is the same or beyond the standard. If the standard is not available yet, the service should be conducted in optimum way.
- d) The customer here includes external and internal customer.

Next, Barata (2004, p.31) mentions that service excellence consists of six main elements, they are: 1). Ability, 2). Attitude, 3). Appearance, 4). Attention, 5). Action, and 6). Responsibility. While, Tjiptono, (2002, p.58) mentions that service excellence consists of four key elements, they are: speed, accuracy, hospitality service, and comfort.

It can be concluded that service excellence means that the service given to the internal and external customer or the user is the best service which is based on or beyond the standard which consider speed, accuracy, hospitality service, and comfort as the key elements.

## **2.2 Food and Beverage Service**

Food and Beverage Service is a section where the waiter/waitress has to serve the guests in restaurant. In this section, the guest can order menu whether they are Continental Food or Oriental Food in this restaurant. The activities in Food and Beverage Section must be supported by Communication skill and hospitality, in order to make the guest satisfied. Food and Beverage Section should also have waiter/waitress who has the good skill in giving the service.

Food and Beverage Service is one of the sections whose main responsibilities are to sell food and beverage for the customer or the guest (Bagyono, 2006, p.120). The operation includes preparing the dishes, accompanying the guest to the table, controlling the availability of the dishes and everything concerning with food and beverage. The waiters and waitress who work in Food and Beverage Service should perform their service in various outlets such as restaurant, bar, lounge, swimming pool, and banquet.

Food and Beverage service can be divided into two parts according their respective duties, namely the rear (back service) and the front (front service). Although, the two parts are separated but there is an interdependent on each other, therefore, they should always work together as a team.

### **A. Department of Food and Beverage Rear (back Service)**

- Usually it is located in the kitchen, and service bar
- They are steward and cafeteria staffs.
- It is called back service because the staffs do not need to meet the customer or the guest. They work as the intermediary between the people in Food and Beverage Product and the waiter/waitress in front service.

### **B. Department of Food and Beverage Front (Front Service)**

- Usually it is located in the restaurant, banquet, room service and bar.
- An officer in this section meets and communicates with the guest.

In Food and Beverage Service Section, there are a few things to note, one of them is F&B service equipment, and they are:

1. F&B Equipment: China Ware, Silver ware, glass ware/ table ware, kinds of the cutleries.
2. F&B Service Furniture: tables, chairs, table service.

The following are the responsibilities of Food and Beverage Service Section, they are:

1. Providing the best possible service to the guest so that the guest will be satisfied. The thing that should be considered are the quality of the service, the quality of food and beverages, the employee attitudes, the room décor, the atmosphere, the equipment used and the cleanliness.
2. Selling food and drinks as much as possible with the appropriate rates.
3. Get maximum profit and sustainability.

### **2.3 Type of Service**

In a hotel service, Food and Beverage Section has a very important role towards the success of a hotel. This section supports the hotel in terms of giving good service to the guest especially in restaurant and other areas like in bar, lounge, swimming pool, or banquet. The standard is needed badly because it makes the waiter/ waitress performs excellent service. In a hotel they have to be able to serve the guest starting from the simple service given to the individual to the super luxurious service in a special occasion like in the wedding banquet or in official state protocol. They should understand and have good skill to use the tools like ceramics, silver, gold and plastic or hard paper.

Marsum (2005, p.16) mentions that there are two types of service in Food and Beverage department, they are:

## **1. Self Service**

In this service, the waiter or waitress in Food and Beverage Section just provides some menu on the table. Here, the guest is free to choose and take food and beverage in buffet of the kitchen restaurant.

## **2. Table Service**

- **French Service**

Usually the service is performed by two people, waiter (Chef de Rang) and his assistant (bushboy / girl / commis de rang). The food is prepared from the kitchen and brought by using a stroller (trolley) or train cooking (guiridon). Sometimes the dishes are cooked in front of the guests (flambee) and then they are presented in the plate by the waiter who assists him. Hot dishes that can be heated in front of guests are cooked by using a heater (Rechaud) and half-cooked dishes are cooked (flambee) in front of guests.

Dishes are in the process of carving or boning done before the guests, so it is an attraction in itself. French waiter service requires a truly skilled, serving special tool, a place that is wide enough for space carts & trolleys as well as guests who are willing to pay a premium for food that is ordered.

- **Russian Service**

With a layout similar to the French table service, but carts and trolleys removed, replaced with a silver platter so that it becomes more practical and takes up / covering French Service.

Today, both of these services are mixed together. Russian Service today still used on formal banquet at a luxury class hotel banquet at the state function, where the food is prepared on silver trays and transferred to the guests at his table.

Russian Service used at the luxury restaurant, way of presentation first waiter/waitress presenting an empty plate in front of the guest and the right serves from the left. Waiter/waitress move the dish is set up in a platter by Chef or taking their own dishes that are served by a waiter.

- American Service

Fast, precise, guests do not have to wait too long. The food is presented on a plate in the service tray from the kitchen, salads can be prepared at the table and rolls can be served in a basket or plates. America-style service called; also Plate Ready Service or Service, Function waiter/waitress only serves food that is ready at the plate. This service can also be performed on the show in the Banquet.

- English Service

Very different from the others, here it takes "butler" or waiter who waited host doing carving and arrange on a plate carving results for later escorted by the butler to guests. This service is also called the "Family Service".

## **2.4 Standard Operational Procedure**

SOP (Standard Operational Procedure) is part of the written rules that help to control the behaviour of organization members. A Standard Operational Procedure organizes the work way to perform continuous of organization role in the performance of duties and responsibilities of the organization.

According to Andrikus (2003, p.1), SOP (Standard Operational Procedure) is a standard work procedure which is made by a management of a company to be conducted by employees and its function as a measurement of the quality and the product. With standard operational procedure, therefore the job dealing with food and beverage will be easier to be done. The guest will be familiar with the system of service. Besides, standard operational procedure is created to satisfy guests. All staff will know the way for communicating, serving, and giving suggestion to the guests. But the important thing is to provide the guests with the hospitality.

Based on Sugiarto and Sulastiningrum, (2003, p.93) SOP (Standard Operational Procedure) in food and beverage service, a waiter/waitress should to greet the guest, such as Good morning, Good afternoon, and so on, to escort the guest, to give the menu, to pour water to the kitchen, to serve the food as soon as when it ready, listen carefully to every table if the guest need a help and help them

immediately to ask the guest whether they want add some food, to clear the table if they have finishes eat, to give the menu once more in order the guest order the dessert, billing, put the dirty plates and cutleries to bus tray, and to clear up table and put the table set up table accessories.

Based on Soebroto (2007, p.17), the SOP in Food and Beverage Service has twelve steps.

The following are SOP of Food and Beverage Service is:

1) Greet he guest (Good morning / Good afternoon and so on)

Waiter/waitress welcome the guest and greet the guest by using The Aryaduta style as according to the time and showing glad expressions to tell the guest that are happy about their visit.

2) Sitting the guest (ladies first)

Waiter/waitress escort the guest to their table and then whoop the chair up prioritize the lady or child first.

3) Pouring ice water

Waiter/waitress pours mineral water if there is request from the guest. Not all restaurants automatically serve the mineral water because the duty of a waiter is doing promotion and sell the food and beverage.

4) Presenting the menu

Waiter/waitress gives a menu list from the right side of the guest using a right hand. First, give a menu list and then give the drink list.

5) Taking the order

Waiter/waitress must have knowledge about the menu which is sold by the restaurant and they must know the procedures of menu record keeping which become the rules of the kitchen.

6) Repeat the order

Waiter/waitress should repeat the food and beverage order to avoid the mistake.

7) Serving bread and butter

Waiter/waitress served bread and butter to the guest (Western) and kerupuk (Indonesian).

8) Passing the order

Waiter/waitress send captain order to kitchen, but previously a waiter/waitress must give one sheet of Captain Order to cashier for preparation in making the bill and then read the Captain Order to the Chef in order there is no mistakes in making the food.

9) Adjustment Cutleries

Waiter/waitress should adjust cutleries with the type of food ordered by guest. A waiter/waitress must know various type of food equipment and know how to change the cutleries and equipment will be used.

10) Serving the food

Waiter/waitress present guest beverage order and continue present food from the right side of the guest and prioritize the women, and say: Excuse me sir/miss, this is your meals.

11) Presenting the bill

Waiter/waitress in form to the cashier if guest finished their meals and prepare bill immediately. It is done in order the guest not to wait for long time. The waiter/waitress also has to know the procedures how to handle the payment of the bill.

## 12) Leaving the guest

Waiter/waitress escort the guest until storm door and render thanks and say that they wait for guest return.

In giving a good service to the guest, the kitchen restaurant of Aryaduta Hotel needs to do some steps. The steps are according to SOP in The Aryaduta Hotel and Convention Centre Palembang has divided the SOP into two types for service guests in the kitchen restaurant of food and beverage service section, they are:

### **2.4.1 Buffet Service (special for breakfast / self service)**

Buffet service is a style of serving where food or beverages or both are placed on a table and the customers serve themselves. Buffet services are common with social gatherings like weddings and parties.

The following of SOP Buffet Service in Food and Beverage Service Section is:

- Opening Hour: Breakfast : 06:00 a.m. – 10:00 a.m.

#### 1) Welcome the guest.

Greeting the guest and Ask for the breakfast coupon or room number is Waiter/waitress welcome the guest and greet the guest by using The Aryaduta style as according to the time and showing glad expressions to tell the guest that are happy about their visit.

#### 2) Escort the guest to the table.

Please the guest to enter restaurant, Escort the guest to the table, and show the guests table.

#### 3) Sitting the guest.

Pull out the chair and please the guest seat.

#### 4) Unfolding the napkin.

Take the napkin off and place the napkin on guest lap.

#### 5) Offer coffee or tea for the guest.

Pick up the coffee or tea decanter and serve coffee or tea.



- 6) Please the guest to have them self on the buffet.

Please the guest to the buffet table and Re-tidy the guest table.

- 7) Stand by for service.

Stand by for service in restaurant.

- 8) Adjust the cutleries.

Prepare required cutleries according to the item and approach the guest table and start set up.

- 9) Stand by for the service.

Stand by for the service guest in the kitchen restaurant.

- 10) Check the guest satisfaction.

Check the guest satisfaction for the breakfast.

- 11) Present the bill.

Check the bill, present the bill and settlement the bill.

- 12) Leaving the guest.

Check the guest table, please the guest to leave the restaurant and say thanks for the guests.

#### **2.4.2 Ala' Carte Service (order menu)**

À la' Carte Service is a French word meaning "according to the menu" or "from the menu.". If you are to dine a la carte, it means you are ordering from the menu in your preference rather than a fixed meal service.

The following of SOP Ala' Carte Service in food and beverage service is:

##### **Opening Hours**

- Breakfast : 06:00 a.m. – 10:00 a.m.
- Lunch : 11.00 a.m. – 15:00 p.m
- Dinner : 18:00 p.m. – 23:00 p.m
- Location : Lower Lobby Level
- Capacity : 175 seats

Weekend BBQ: Every Friday night & Saturday night from 18:00 pm – 22:00 pm

Sunday Brunch: Every Sunday from 11.30 am – 14:30 pm

#### A. Before the restaurant open

Waiter/tress do the following steps: reading the log book, reservation book, rechecking par stock, taking all unnecessary things, like dirty napkin, dirty glass, and so on to the laundry section and steward, taking all necessary things from store room, arranging restaurant seating according to the reservation, doing the cleaning like: a). Shining and all the necessary restaurant equipment; glassware, silverware, and, b). Cleaning the drink list, wine list, menu Ala' Carte, setting table, checking today special menu and no stock item if any, any preparing personal grooming, like uniform, make up, nail, moustache, beard, hair cut, and odour.

#### B. During the restaurant open

##### 1) Welcoming the guest

Waiter/waitress welcome the guest and greet the guest by using The Aryaduta Hotel style as according to the time and showing glad expressions to tell the guest that they are happy about their visit.

##### 2) Escorting and seating the guest

Waiters/waitress asking the guest about their reservation before, if they have reservation, must check in reservation book and escort to reserve table. If they do not have reservation, ask for them about amount of people and offering to the guest about smoking area and non-smoking area.

##### 3) Sitting the guests

Waiters/waitress escort the guest to their table and then whoop the chair up (do not be dragged) prioritize the lady first.

##### 4) Offering and presenting menu

Waiters/waitress gives a menu list from the right side of the guest using a right hand. First, give a menu list and then give the drink list.

5) Taking order

Waiters/waitress must have knowledge about menu which is sold by restaurant and they must know the procedures of menu record keeping which become the rules of the kitchen Coffee Shop. Waiters/waitresses should repeat the food and beverage order to avoid the mistake.

6) Passing order

Waiters/waitress send captain order to kitchen, but previously a waiter must give one sheet of captain order to cashier for preparation in making the bill and then read the Captain order to the chef in order there is no mistakes in making the food.

7) Pouring ice water

Waiters/waitress pours mineral water if there is request from the guest. Not all restaurants automatically serve the mineral water because the duty of a waiter is doing promotion and sell the food and beverage.

8) Adjustment Cutleries

Waiters/waitress should adjust cutleries with the type of food ordered by guest. A waiter/waitress must know about various type of food equipment and know how to change the cutleries and equipment will be used.

9) Serving bread and butter

Waiters/waitress serves bread and butter if it is ordered by the guest in western food.

10) Serving the drink

Waiters/waitress present guest beverage order and continue present food from the right side of the guest and prioritize the women, and say: Excuse me sir, this is your meals”.

11) Checking guest satisfaction

Having eaten their food, they ask to the guest patiently if want to order some meals more. If there are many guest complaints, ask them to forgive and say, I’m sorry sir/Madam”. And then mention it will not happen again.

#### 12) Clearing the soiled plate

Waiters/waitress lifts the dirty saucer, they only leave immanent water goblet on the desk, and when there is only little mineral water inside it, waiters/waitress has to pour mineral water.

#### 13) Offering next meal

Waiters/waitress have to offer next meal, usually they offer dessert of the day.

#### 14) Presenting the bill

Waiters/waitress in form to the cashier if guest finished their meals and prepare bill immediately. It is done in order the guest not to wait for a long time. The waiters also have to know the procedures how to handle the payment of the bill.

#### 15) Presenting guest comment card

Before guest leaving restaurant, a waiters/waitress offer guest comment card to the guest and ask them to fulfil it to know guests satisfaction.

#### 16) Leaving the guest

After the guest paying the bill and fulfil guest comment card, a waiter escort the guest until storm door and render thanks and say that they wait for guest return.

#### 17) Set up table

After guest leaving in restaurant, a waiter return to the table to clean and arrange to repeat the table setting according to the standard of take set-up which have been specified.

### C. Restaurant closing

- a) Delivering all unnecessary linen to Laundry Department
- b) Writing the log book report
- c) Turning off all unnecessary light and Air Conditioner