

CHAPTER II

LITERATURE REVIEW

In this chapter the writer would like to describe about definition of room service arrangement of employees room service, equipments for room service, standard operational of room service.

2.1 Hotel

Hotel is one of the important sectors that can support the tourism activity. It can be a potensial business in developing city such as in Palembang. Now days, the development of hotel in Palembang is increasing because hotel has good prospect in business industry. It attracts the attention of many entrepreneurs who want to build a hotel and it will be and income for government.

Stedmon and Kasavana (1990:4) say that a hotel may be defined as an establishment primary business is providing lodging facilities for the general public which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of lines, and use of furniture and fixtures.

The word hotel comes from Latin word: hospitium which means living room. Then in 1997 French adopted it as hotel and later known as hotel (Sulistiwa,1999). According to Smith (1999:10) hotel means; a building or institutions provide lodging, meals and other service for the public. Hotel is a building where room and meals are provided for people in return for payment (Hornby,1994:126). Therefore, the function of hotel in general is providing lodging and meals. The type of a hotel can be shown from several aspects, namely the hotel classification, the hotel function, the hotel location, the plan usage, the amount hotel's room and the hotel measurement (Sulartiningrum, 2003:9).

Based on SK Menparpostel No. Km 34/HK 103/MPPT-87, the definition of hotel is an accommodation which uses a part or all parts of the building for providing staying service, meals and drink, and others facilities for general people, that is commercially managed and is suitable with the government regulation.

The hotel product is divided into two, they are the tangibility and intangibility. The tangible product is the real thing which is able to see and touch. However, the other one is abstract thing such as courtesy. The tangible product is certainly produced and consumed at same time (Colgan, 1987:24).

The main duty of Food and Beverage Department is to increase the selling of product and press the operational cost which can decrease the profit. But, this activity can be done easily if its management is professional which every decision is made base on strategic concepts with the proven accuracy.

2.2 Food and Beverage Department

Food and Beverage is a department that provides variety of meals and drinks product, facilities, hospitality, and gets the aim of organization planning by human resources, naturally resources, and capital efficient (Raymond, 2001:12).

Food and Beverage Department is divided into two parts:

1. Food and Beverage Service
2. Food and Beverage Product

2.2.1 Food and Beverage Service

Food and Beverage service is the most important things in a restaurant. Waiter and waitress sell Food and Beverage product and they have to know all about the products of hotel and restaurant. Waiter or waitress is a person who helps what the guest needs. They are also as a link between guest and management.

Food can include a wide range of styles and cuisine types, e.g. traditional British or Italian, oriental or aiming for a particular specialty such as fish, vegetarian or health food (Colgan, 1987:28).

Beverages include all alcoholic and non-alcoholic drinks. Alcoholic drink. Alcoholic beverages include wines and all other types of alcoholic drinks such as cocktails, beers and cider, spirits and liquers. Non alcoholic beverages include bar beverages such as mineral water, juices, squashes, and aerated water, as well as

tea, coffee, chocolate, milk and milk drinks and also proprietary drinks such as Bevril. (Colgan, 1987:30).

Service represents the activities, benefits, or satisfaction which offering on the market. Service is an action done to fulfill requirement other consumer (customer, guest, client, patient, passenger, and others) what amount of satisfying can be felt by who server and also served (Sugiarto, 2003:36).

And Kotler (1999:21) states that Service as the action which can be offered on the market by other participant which which have basically the character of the intangible and do not yield the ownership of the produce the service can correlate and it is not related to the physical product.

Thus food and service is department that helps to enforce state laws and regulations relating to dairy product, foods, and meat, beverage, poultry, and poultry product (Ardika,1994:15). This idea is also supported by Soekresno(1996:19), he says that Food and Beverage Service is a part of hotel section that has responsible for food and beverage. This section has important section because this section is connected directly to the guest and it seems like front like front line of a hotel, in can be increased image a hotel if the waiter or waitress can give a good service and makes the guest satisfy with the service. Food and beverage service is a relaxation of serving a good service for food and beverage suitable with guest ordering in restaurant.

2.2.2 Food and Beverage Product

Food and Beverage product is department that produces many kinds of meals and drinks for hotel and restaurant. There are many sections in food and beverage product in a hotel. The section of food and beverage product as follows:

- a. Gardemanger is a cold section that produces salad, sandwich, canape and everything cold food.
- b. Saucier is a section that produces hot sauce such as Brown sauce, Bechamel, and Hollandise. This product is made in big quantity and asa supplier for kitchens in the same hotel.

- c. Potage section is a special section that produces many kinds of soup for example clear soup and cream soup.
- d. Entremetier is a section that cooks hot vegetables.
- e. Poissonner is a section that produces food from fish and another seafood, fried, steamed, or roasted. Poisson in French means that fish.
- f. Fritures is a section for fried food in big quantity for example for big party.
- g. Grill section is a section that produces food that the process has to be burned for instance, prawn, satay.
- h. Rotisserie is a roast a section which produces roast chicken, goast, beef, and turkey-cook.
- i. Patiosserie is a section that produces bread, cake, ice cream, and dessert.
- j. Butcher is a section that cracks the meat.
- k. Pantry is section that serves non-alcohol drink and dessert or serve for breakfast.
- l. Kitchen storage is for serving the material, and providing kitchen utensil.
- m. Satelite kitchen is a branch from the main kitchen, and serve several restaurants in a hotel.

2.3 Waiter and Waitress

A waiter and waitress should work quickly, as safe as possible to serve the guest. The satisfaction of the guest is not only from the product of the restaurant but also from the service. Waiter and waitress is a person who helps what the guest needs. In this reason, Food and Beverage Department should have waiter and waitress who have the skill in service.

Waiter is male service personnel of a restaurant in a hotel that has responsible for serving food and beverage needed by guest. Waitress is female personnel service of a restaurant in hotel that has responsible for filling food and beverage that are needed by the guest. A professional waiter and waitress must be able to give a good service and make the guest satisfied with their service (Soekresno, 1996:2)

2.4 Room Service

Room service is also called "In-RoomDinning". Function room service itself that serves food or drink in the hotel rooms and also include taking orders (taking orders), prepare, present in the room, and take back the equipment that has been in use from the room. In general, room service operates 24 hours ready for serving food and beverages for breakfast, lunch, dinner, and supper (midnight meal). To service room service itself there are procedures, such as the use of proper and efficient room service trolley, food heater (an offensive mage), tray, and others. Essentially room service in line with the restaurant and bars, While room service serving to hotel rooms. (Surata, I Gede, 2012:12) In addition, room service also mean to profit oriented at the hotel. The good name of the hotel needs to be maintained, in stepped up to achieve a purpose which it is hoped. Therefore, needless in consider skill in service and keep trying to give maid who is satisfactory.

2.5 The Arrangement of Employees Room Service

Employees in room service in a hotel depending on big or small the operation and wisdom leader of the hotel. As an example, a tenure by which there are usually in room service is as follows. (I Gede Surata : 157).

1. Room Service Manager

Room service manager as the head or leadership at room service. He serve to draw up and set in operation overall for success function room service. Responsible for all and necessaries subordinate, as improving knowledge and skills, attitude and politeness in the face of hotel guests, watch over and inspect all preparations to service and also make report and responsible to his superior food and beverage service.

2. Room Service Captain

In general room service captain check waiter about absent and appearance. Provide everything to service, and supervises preparation and service that holds. Before customer orders send or brought to room, then first

examined by captain. Room service captain on duty to make and to submit a report, and responsible to his superior

3. Room Service Order Taker

Essentially room service order taker on duty to receive and record order food and drink customers, and serves as a prop connector, and give information to customers about everything about food and drinks. As room service order taker must be polite friendly, and enough in knowledge and skilled in public speaking. All orders hotel guests served quickly and properly.

4. Room Service Waiters

The waiter is setting up all the equipment and supplies to prepare service (setting up) tray and trolley. Basic tasks is to serve food and drinks to the room customers, including preparing customer orders or bar kitchen, pick it up, setting it up, serve customers and pick up the dirty stuff out of the room. In addition, he must make sure that customer accounts are signed appropriately or paid cash.

2.6 Equipments For Room Service

Basically, (equipment) for service which used room service most equal to spoken in restaurant, like kind chinaware, glassware, silverware, and linen. Besides, there is some essential equipment and special usually used as accoutrements room service is as follows:

1. Telephone

A communication tool that can capture (receiving) and send sound to one place. Telephone communications were used to receive food and drink orders directly from customers, and also to give you information or explanation to customers by Order Takers. There are various system types and kinds.

2. Time Stamp

A clock can be a specific time stamp when used on the surface of the tool in cap. This tool is used to record what time food and beverage customer orders are sent to the room.

3. Room Rack

A hotel room where listed rack numbers regularly. On this shelf will put name customers staying at a hotel in accordance with the number of his room, and one more specific tools there is only used at room service called trolley (trolley service or room service table). This tool is very important to running room service.

Other type of equipment and supplies for serving food room service to hotel guest rooms include :

1. Tray
2. Tray cloth
3. Bread and butter plate
4. Bread and butter knife
5. Napkin
6. Bread basket
7. Butter dish
8. Tea/coffe cup, saucer and teaspoon
9. Teapot
10. Milk cream jug
11. Dinner knife
12. Dinner spoon
13. Dinner fork
14. Sugar bowl
15. Slop basin

2.7 Standard Operational Procedures - F&B Service. (Room Service) in Aryaduta Hotel Palembang

1. Order Taking Procedures.
 2. Setting up of Tray / Trolley.
 3. Delivering the order in Room.
 4. Preparing the Tray / Trolley for delivery.
 5. Tea / Coffee Service.
 6. Clear up the Tray.
 7. Presenting the Bill.
 8. CIP / VIP Amenity Service.
 9. Morning Shift Check List.
 10. Evening Shift / Night Shift Check List.
 11. Take Away (Parcel) Order Procedures.
 12. Suggestive Selling & Up Selling.
-
1. Order Taking Procedures. (Picking up the order Promptly and Effeciently).
 - Pick up the Telephone within 3 rings or 15 seconds whichever is less.
 - Greet the guest with appropriate greeting using the guest name and by giving your name for Eg. “Good Morning, This is *Captain Name or Order Taker’s Name* how may I assist you?”
 - Politely ask the guests about preferences.
 - Use up selling techniques by suggesting soups, starters, drinks or desserts.
 - Where ever appropriate mention the approximate time for delivery.
 - Repeat the order back to the guest.
 - Thank the guest for ordering through in room dinning and big farewell “ThankYou for calling Room Service, Have a good day”.
 - Clearly write out the order in the KOT mentioning the names of the items, time of ordering, Room number, Name of the Guest, Portions, Etc.,

- Complete the KOT and hand over the supervisor for execution.
2. Setting up of Tray / Trolley with correct crockery & cutlery.
- The second copy of the KOT is placed on the tray / Trolley.
 - Ensure the tray corners / trolley base is free of grease, grime and dirt.
 - Place cruet sets, bud vase and Bon Appetite card for all meal orders.
 - Check the tray mat / trolley cloth to be stain free and in good repair.
 - A final Check may be made to match the order and in good repair.
 - Pick the order from the respective kitchens on the tray or trolley directly.
 - Carry the correct accompaniments / condiments (Pickle / Pappad for Indian orders and Rolls and butter for continental orders)
 - As a final step, show the tray to the supervisor, on the way to the elevator, who will check again for correctness.
 - Pick up the bill in the folder and check for correctness.
3. Delivering the order Quickly & Promptly in Room.
- Use Service lift to get to the correct floor as soon as possible.
 - When on correct floor, take the shortest route to get to the room.
 - Move along the corridors silently and briskly.
 - Upon reaching the correct room, ring the bell / knock firmly on the door twice and announce in a loud and clear voice "*Room Service*".
 - When the guest opens the room, wish him according to the time of the day.
 - Announce the order by saying "Your Coffee / Tea / Lunch / Drinks" Sir.
 - Introducing yourself by the name to the guest while entering the room.
 - While walking into the room, enquire with the guest on where May I place the tray.
 - Place the tray appropriately and offer to serve him.

- If the order is in the Morning, offer to open the curtain.
 - If you are serving the meal, lay a proper cover in the table or in the trolley and start the service.
 - After service find out with the guest about his proffered time for clearance or if he would prefer to call back in room dining for clearance.
 - Wish the guest an enjoyable meal / drink / coffee.
 - Retreat to the door and exit gracefully while closing the door softly behind you.
 - Fill up the Errant Card once after the order is delivered
 - If the room is on DND, immediately inform the order taker.
 - May I take your signature Sir / Madam.
4. Preparing the Tray / Trolley for delivery.
- As soon as the order is ready, collect from kitchen / bar.
 - Check order against KOT.
 - Check for correct crockery, cutlery and glassware are in place.
 - Place hot food in warmer, where ever appropriate.
 - Cover all open food with cloche.
 - Collect the bill from Order taker in a folder and check account against food ordered.
 - Inform the order taker about the order moving before proceeding to the floor.
 - Executive / Supervisor should check the tray before the delivery (Room Orders).
5. Tea / Coffee Service. (Serving the hot Beverages in the approved manner)
- Pick up the appropriate order following the standard tray set-up.
 - Once the order is ready to leave the Room Service area inform the order taker on the room number being serviced.
 - Upon reaching the Room, ring the bell and announce in a loud and clear voice "Room Service".

- When the guest opens the room, wish him according to the time of the day, using his name “Good Morning Mr./Ms._____. I am Captain _____ from Room Service”.
 - Announce the order by saying “Your Coffee / Tea / Drink sir”.
 - If it is in the morning take the paper from the door and place it in the rack or in the writing table neatly.
 - While walking into the room, enquire with the guest on where to place the tray and place it accordingly.
 - After laying the tray in an appropriate area offer to mix the Coffee / Tea / Drink for the guest.
 - Wish the guest enjoyable Coffee / Drink and retreat to the door and exit gracefully while closing the door softly behind you.
6. Clearing the Tray From the Room – Promptly on Time.
- The time of clearance is known by asking the guest during service or from the order taker if the guests call back Room Service for his clearance.
 - Upon reaching the rooms follow the same procedure as in SOP for opening the door.
 - After the guest opens the door announce intention of clearing the tray / trolley.
 - Arrange all the clearance on the tray and get guest feedback.
 - Arrange the guest room as appropriately.
 - Find out if the guest would like anything else “Is there anything that we could assist you Mr./Ms._____”.
 - If nothing, exit from the room gracefully while wishing the guest a wonderful day / night.
 - Carry the tray back from the Room to Room Service pick up any other tray that you may find in the Corridor / Pantry.
 - Be careful not to drop anything on the way.
 - Inform the Order Taker about the clearance.
7. Presenting the Bill – Make the Bill Accurately.

- Present the bill to the guest only after required service.
 - The Bill should be presented in a clean folder along with a hotel pen.
 - Politely request the guest to sign the bill.
 - When guests have signed the bill, thank them, wish them a pleasant meal and enquire about the clearance as mentioned in SOP_____.
 - Leave the room gracefully taking away any unwanted items and close the door gently.
 - Return the bill to the Order Taker who will settle it in the Computer.
8. CIP / VIP Amenity Service. (Serving Hot Chocolate to Room Guests on Time).
- As part of the guest service differentiators we serve Complimentary Fruit Basket / Cookies Platter as per the instruction and ***Request Slip*** from the Front Desk for Suites / Presidential Suites.
 - Once the request comes from any of the above category from the front desk, take down the request.
 - Make an NC KOT for the requested items and pick up the order from the Kitchen.
 - Ensure it is presented nicely with proper arrangements.
 - Set up the Tray and take the specially cleaned and assigned basket / platter. For placing it in the rooms.
 - Once it is placed inform the immediate supervisor & Front Desk.
9. Morning Shift Check List (Ensure that all the Check list is followed for smooth Operations).
- File the occupancy and the sales report in the appropriate file.
 - Follow up on the Break Fast door Knob request if any.
 - Return all the Liquor which was not sold the previous night to the Dispense Bar.
 - Take a proper count and take over of all the Beverages.
 - Check the flowers and receive from Housekeeping for the trays.

- Adequate fresh linens to be collected from Housekeeping for the smooth operations throughout the day.
- All bills to be handed over to Front Office at 10 hrs, 15 hrs & 12 Midnight (before the night audit).
- Ensure that adequate amount of Crockery and Cutlery is there for the smooth operations with adequate set tray for rapid service.
- Not available items to be checked with the Chef and updated in the Board.
- Errand cards have to be handed over to the Supervisors and any clearance not done to be handed over to the next shift steward.

10. Evening Shift / Night Shift Check List. (Ensure that all the check list is followed for smooth operations).

- Tray set ups for the Dinner sessions to be done before 7pm.
- Floor clearance to be done frequently (every 30 minutes).
- Once the Housekeeping amenities are ready send Triton to Housekeeping for pick up.
- Errand cards have to be handed over to the Supervisors and any clearance not done to be handed over to the next shift steward.

Night Shift Check List:

- Log Books to be checked and updated at the end of every shift.
- Pickle & Sauce containers to wash daily.
- Cash to be checked and handed over to front desk without any discrepancies.
- Check for the Breakfast knob card for any advance order. Timing should be mentioned.
- Check & collect advance Tea / Coffee orders from front desk after signing the copy of it,...
- Collect Liquor & Smokes from the Dispense Bar.

11. Take Away (Parcel) Order Procedures. (Employee bills are made accurately according to the eligibility).
- Take the order one day advance by phone and mail.
 - If its bill to company guest has to send the BTC mail to the hotel or FAX request.
 - If the guest want to settle by online credit card they have to send the authorization mail and in one day before then only we forward to accounts to take the charge slip.
 - Transportation for the parcel order around the city to be checked with the Supervisor or Manager and to intimate to the guest,...
 - Parcel order has to be place the order ticket to the kitchen two hours earlier to the pick up and place the order overnight not more than one day before.
12. Suggestive Selling & Up Selling. (Ensure that guest have a right combination of meal & increased revenue).
- *“Suggestive Selling” means encouraging guests to buy additional food & beverages. Suggestive selling requires tact and good judgment.*
 - *The key to effective suggestive selling is a good knowledge of the menu.*
 - *Here are some tips for more effective suggestive selling :*
 - Be enthusiastic. It’s easier to sell something you’re excited about.
 - Make food sound appetizing. Use words like “fresh”, “Popular”, and “generou when describing menu items.
 - Ask questions. Find out if guests are really hungry or just want something light, whether they like chicken or beef, if they feel like having something hot or cold.
 - Suggest specific menu items. Don’t simply ask: “Would you like soup with your meal?” Instead, point out: “A cold bowl of borscht would go well with your salad on a hot day like this”.

- Suggest your favorites. Try as many of the menu items as you can and tell guests you've tried them: "You'll like the Chicken Kiev. It's one of my favourites here". But be honest – don't say that something is your favorite when it isn't.
- Offer a choice: "Would you like a slice of our famous cheesecake or our homemade pecan pie for dessert?" Suggest the unusual. People dine out to get away from the routine fare they have at home. Suggest foods & beverages that naturally go together soups and sandwiches, coffee & dessert.