

CHAPTER I

INTRODUCTION

1.1 Background

In this era people try to live with easy ways especially in fulfilling their accommodation needs. They go to the place that provides the service that make easy to get their needs. Sugiarto (2002,p.23) give a limitation of service by stating that service is all economic activities whose output is not a physical product or a construction is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, comfort or health).

Service relates to hospitality industry because it provides the services in the product that are offered to the customer, for example food and drink that offered in the restaurant and rent room that offered in the hotel or motel. It means hospitality industry is close to hotels that provide the accommodation, food, and drink “Hospitality is the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation.” (Mackenzie et al,2009,p.12).

Steinfeld (2013) mention that two are sectors of the hospitality industry, namely accommodation sector and food and beverage sector. The accommodation sector is responsible for providing people with a suitable place to stay and includes hotels, motels and motor lodges, resorts, Bed and Breakfasts (B&B), caravan parks, hostels and serviced apartments. Each of this sector provides a different level of service. The food and beverage sector provides people with a range of meals and beverages and includes restaurants, cafés, fast food outlets, bars and outside caterers. Similar to the accommodation sector, the food and beverage sector offers a range of services and levels of quality.

One of popular food and beverage sector is Restaurant. Restaurant means any building, room or place where meals are prepared, served or sold to the general public, in addition all places are used in connection with the building, room or place and includes any public or private school lunchroom for which food

service is provided by contract. “Restaurant has been developed since thousand years ago. But now, restaurant industry is increasing highly because the mobility of human being does the activities.” (Soekresno,2001,p.15).

Based on the explanation above, the writer can conclude that the most prominent sector development is accommodation sector and Food and beverage sector especially Restaurant. In addition, the high mobility of people in jobs that requires to travel out of town and even abroad needs well service, as well as the needs for recreation or vacation causes high demand for accommodation and food and beverage service as a major requirement. “Food and beverage is a primary need of every human being in order to survive” Bagyono (2005,p.112). Human beings cannot be separated from the main requirement that is eating and drinking as a source of energy for survival and their daily activities. It takes them two or three times a day to eat and almost every time to drink.

Food and beverage sector as a provider of food and drink services have a wide variety of food and beverage options as well as services. It is intended to fulfil the customer satisfaction, as a part of the hospitality industry. Customer satisfaction is priority quality. Moreover, taste of food on the menu that offer should have a standard. So that customers can determine which standard that is suitable with their needs. in addition, it is very important in giving the service. since the service is one facility that is given by this sector.

The Kitchen restaurant as apart of food and beverage service in the aryaduta hotel palembang is one of big restaurant that has international standard. Which has standard service in serving their customers.

From the explanation above, it seems that food and beverage service sector has a big role in hospitality industry. That is why, the writer is supposed to write the paper entitle “The Comparison Of The Service Sequenceses In The Kitchen Restaurant At Aryaduta Hotel Palembang With The International Standard Theory.”

1.2 Problem Limitation

À la Carte Service is a French word meaning "according to the menu" or "from the menu." If you are to dine à la carte, it means you are ordering from the menu in your preference start from the appetizer, maincourse, and dessert. There are the sequence when serve the menu. Many restaurants in the world applying this kind of service. The writer limits the research on the comparison between the service sequences in the Kitchen Restaurant and international standard theory

1.3 Problem Question

1. What are the differences between the service sequences in the Kitchen Restaurant and international standard theory ?
2. What are the similarities between the service sequences in the Kitchen Restaurant and international standard theory ?

1.4 Purposes

1. To know the differences between the service sequences in the Kitchen Restaurant and international standard theory.
2. To know the similarities between the service sequences in the Kitchen Restaurant and international standard theory.

1.5 Benefits

The result of the problems on this paper is giving benefits for reader, researcher and even for the company.

For The Reader

- To give more knowledge how do the service sequences in the restaurant.

For The Researcher

- To understand the service sequences in the Kitchen Restaurant and international standard theory.

For The Company

- To increase the standard service and create a good quality service in the restaurant.