

CHAPTER II

LITERATURE REVIEW

2.1 Service

Service is an activity which can be given or offered from one people to others and did not affect any ownership. Kotler and Amstrong (2001,p.383) explain definition of service as an activity or an advantage which is given by one party to another party which is basically intangible and can not effect any ownership.

Furthermore service is an action which can be felt. However, it cannot be touched, because services are not in form of physical. 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. It is generally consumed at the time it is produced. Furthermore, it provides added value in forms (such as convenience, amusement, comfort or health).

On the other hand, human is the doers of service, they can produce a service by using additional tools and facilities. According to Kotler and Amstrong (2001,p.113) the raw material of services is people. The main material of service is in fact people; nevertheless, there are many other supporting factors from the raw material of service such as advanced tools, clean, secured, comfortable physical environment, accurate, advanced, and up to date technology and service.

In addition, Marsum (2009,p.83) mention that service has several unique characteristics, which differ from the others, namely intangible, inseparability, heterogeneity, perishability.

(Irawan,2002,p.53) states that one important characteristic of service is produced and consumed at the same time. Therefore, customers' satisfaction on service depends on interaction process or time when costumers and service provider meet.

Services can be paraphrased in terms of their key characteristics, sometimes called the "Five I's of Services".

a. Intangibility

Services are intangible and insubstantial. It means they cannot be touched, gripped, handled, looked at, smelled, tasted. Thus, there is neither potential nor need for transport, storage or stocking of services. Furthermore, a service can be (re)sold or owned by somebody, but it cannot be turned over from the service provider to the service consumer. Solely, the service delivery can be commissioned to a service provider who must generate and render the service at the distinct request of an authorized service consumer.

b. Inventory (Perishability)

Services have little or no tangible components and therefore cannot be stored for a future use. Services are produced and consumed during the same period of time.

c. Inseparability

The service provider is indispensable for service delivery as they must promptly generate and render the service to the customer requesting. In many cases the service delivery is executed automatically but the service provider must ready assign resources and systems and actively keep up appropriate service delivery readiness and capabilities. Additionally, the service consumer is inseparable from service delivery because they are involved in it from requesting it up to consuming the rendered benefits.

d. Inconsistency (Variability)

Each service is unique. It is one-time generated, rendered and consumed and can never be exactly repeated as the point in time, location, circumstances, conditions, current configurations and/or assigned resources are different for the next delivery, even if the same service consumer requests the same service. Many services are regarded as heterogeneous or lacking homogeneity and are typically modified for each service consumer or each new situation (consumerised).

e. Involvement

One of the most important characteristics of services is the participation of the customer in the service delivery process. A customer has the opportunity to get the services modified according to specific requirements.

2.2 Food and Beverage Service Department

Base on Food and Beverage Service Study Guide (2005,p.5), Food and Beverage Service Department is a department which the functions are:

1. To provide food and beverage facilities to the guest.
2. To provide food and beverage for groups, conferences, meetings, theme parties etc.

Base on Food and Beverage Service and Study Guide (2005,p.6) there are different section in food and beverage department. They are :

1. Restaurant
2. Room Service department
3. Banquet department
4. Bar & lounge

2.3 Kinds of Service

Many kind of service that can be found in one restaurant, it depends on the restaurant itself. Sugiarto and Sulartiningrum (2003,p.96) say that there are four kinds of service :

2.3.1 Table service

Table service is a service of serving food on the table. This is an old service and most of the restaurants use this service. There are many kinds of applying the table service, from formal service until informal service. Formal service is used for exclusive restaurant whereas informal service is used for coffe shop.

Besides that, table service also has many kinds of services, for instance, French Service, Russian srvice, and American service.

a. French Service

French Service cost is high for several reason. First, enough dining room space is needed to provide for the wide aisles which are required to move preparation carts to tables. One waiter estimates with a similar sized, restaurant

that provide 150 seats can not use cart service, property using French service needs and additional 450 square feet for dining space.

The advantages of French Service are :

- The gues accept special service
- It is an exclusive service

The disadvantages of French Service are :

- It needs a profesional and special skilled waiter and waitress
- The procedure of this service is slow
- It needs exclusive and expensive cutleries
- Seat capacity is limited

b. Russian or Platter Service

It is a basic of service. This service is very famous among international hotels, especially in banquet party. Russian service is faster and not so elegant, so it is quite simple than French Service (Sugiarto,2003,p.98)

The advantages of Russian Service are :

- The guests accept the elegant service
- The guests receive special caring
- it needs more seat capacity

The disadvantages of Russian Servive are :

- It needs much cost to service
- The guest who accept the last portion seem to get the last food.

c. English or Family Service

This service is an old service, so that, it is seldom to use. The spesific of English service is food have already been served and brought to the table using the serving platers or serving bowls. The waiter or waitress prepares the meal, arrange it on the plate, and then share it to the guest or the guest take it by themselves (sugiarto,2003,p.99)

The advantages of English service are :

- It is difficult to determine and control the standard of portion size.
- The atmosphere is like at home

The disadvantage of English Service are :

- The guests serve by themselves.
- The guests who get the last portion seem to get the last food.

d. American or Plate Service

American Service is easy and simple, so it needs many waiter or waitress and more room space. The portion has been arranged in the kitchen so the waiter and waitress take the food that gotten the portion and serve to the guest (Sugiarto,2003,p.100).

2.3.2 Counter Service

Counter Service is an informal service that is used in cheap restaurant, for example in pool snack bar at hotel. The purpose of this restaurant is quick service with high of turnover of the customer. In counter service restaurants, customers sit at a counter and are served either by person who prepares the food or by a waiter or waitress.

2.3.3 Tray Service

Tray service is service by using big trays. Order such as meals and drinks are served on the tray. It is an informal service and can be seen in the room service of the hotel.

2.3.4 Self Service

Self service is a service that guest takes the food by themselves. Therefore, the guests can choose the food they want. There are many kinds of self service such as cafeteria service, buffet service, and take out service (Sugiarto,2003,p.101). A self service restaurant is frequently called a buffet or cafeteria, the customers pass in front of a counter where food is displayed and help themselves to what they want; then they carry the food to a table themselves.

a. Cafeteria Service

This service is used for crowded place and the guests take the food by themselves which the food have already been served in a counter, after that the guest pay the food that is suitable with that they have taken.

b. Buffet Service

There are several hotels uses this service. It is used for coffe shop and sometimes banquet party. The food is on the table, the guest take it by themselves that they want.

c. Take Out Service

Several hotels use this service because the food is ordered and take away. Even, for take out service, some people only call from home.

2.4 Restaurant

Restaurant become popular in hospitality industry. It seem there are many restaurant have been built. Soekresno (2001,p.15) Nowadays restaurant industri developeped rapidly because the mobility of human being does the activities.

There are several theories about restaurant. “restaurant is place where meals can be bought and eaten.” (Sugiarto,2002,p.53). “restaurant is a comercial business provide service meals and drinks for general people and managed as professionalism.” (Raymond,2001,p.15). Meanwhile. Bartono (2005,p.6), mentions :

1. Restaurant is a place for eat and drink
2. Restaurant is information resource
3. Restaurant is rendezevous place
4. Restaurant is free and calm place

Base on the opinion above, the writer conclude that restaurant is place food and drinks sells and place where meals can be eaten.

There are many types of restaurant varying from street stands for hot dog or bowl of noodles to elaborate restaurants with best cooking. Based on Marsum (2009,p.5) restaurants generally fit into the following categories :

a. The Gourmet Restaurant

This restaurant offers special meals for person in the group. A gourmet is a person who appreciates the best food and drink. The service and the prices are usually in accord with the quality of the meal so that these restaurants are the most expesive and luxurious at all food service establishments.

b. The Family-Type Restaurant

This restaurant serves simple food at moderate price that special for family groups. The principal feature is the reliability offered to customers with standardized food and service. Many of these restaurant are owened by chains or operated under a franchise, an arrangement in which the name and procedures of the business are leased from a central organization.

c. The Special Restaurant

This kind of restaurant offers a limited variety or style of food. It may specialize in steaks or in a particular kind of national food or it may depend on the atmosphere, decor, or personality of the owener to attract customers. Both the quality of the food and the price are usually between those of the gourmet and family-type restauraant.

d. The Convenience Restaurant

This restaurant serves cutomers who want to eat in a hurry and are most interested in fast service, cleanliness and low price. This is very large group of restaurants which include several subcategories. One of these is the lunch counter which ordinarily serves sandwiches and other simple foods and beverages.

2.5 Classification of Restaurant

There are several restaurants in one hotel that the amount of restaurants is different from one hotel to another hotel. It is caused by the kind of hotel, service, management system, and market target. According to soekresno (2001,p.17) there are three classification of restaurant:

2.5.1 Formal Restaurant

Formal restaurant is a service industry that is high class restaurant which provides meals and drinks, with exclusive service (Soekresno,2001,p.17). The factor of this restaurant becoming prestige for hotel are luxury cutleries, private service, the expensive food price. Generally the guest can see the process of cooking, serve full course dinner. The example of formal restaurant are rotisserie, grilled, cabaret.

2.5.2 Informal Restaurant

Informal Restaurant is a service industry that provides meals and drinks and the main service is quick and simple services. The frequency of a guest who comes in and out is big. Example of informal restaurant are coffe shop, canteen, snavk bar, fast food, cafe, bistro, pub, fast food restaurant, room service, coctail lounge, etc (Soekresno,2001,p.18).

2.5.3 Special Restaurant

Special restaurant is a restaurant in a hotel that provides special meals and drinks from one country and the style of the service, for instance Japanese Restaurant, Chinese Restaurant, Thai Restaurant (Soekresno,2001,p.20)

The characteristic of special restaurant are :

- Providing reserving place
- Providing menu special from one country, and famous
- Providing for lunch or dinner only
- Presenting A la carte menu to the guest
- Providing special music from the country
- Handling 8-12 for one waiter or waitress

2.6 Waiter or Waitress

The definition of waiter and waitress based on Food and Beverage Service Study Guide and Key Note (2005,p.13), is someone who serves the guest by greeting, taking the order and bringing the food to the guests.

The responsibilities of waiter and waitress (Marsum,2009,p.93) are:

1. Setting up the table
2. Checking the table
3. Giving instruction to Bus Boy to clean up the equipment
4. Preparing the menu

5. Helping another employee

The Standard Operasional Procedure of Waiter or Waitress at Restaurant (Marsum,2009,p.319):

1. Welcoming and greeting the guest
2. Ordering the guest to seat
3. Giving the menu
4. Pouring ice water
5. Taking the guest's order
6. Writing the guest's order
7. Checking the cleanliness of the plate and other equipment's cleanliness
8. Checking the food or beverage which the guest orders
9. Checking the garnish

2.7 International Standard Theory

Mahendra (2013:1) states that there are some service sequences of waiter or waitress in restaurant. They are as follows:

1. Welcoming the guest
2. Escorting the guest
3. Choosing of the seating
4. Giving chair assistance
5. Folding the guest napkin
6. Itroducing yourself
7. Presenting drink list and menu
8. Taking beverage order
9. Pouring ice water

10. Serving beverage order
11. Taking the food order
12. Serving bread and butter
13. Adjusting cutleries
14. Serving the food (appetizer, soup or main course)
15. Checking guest satisfaction
16. Clearing up the soiled dishes
17. Crumbing down
18. Offering dessert
19. Adjusting cutleries for dessert
20. Serving dessert
21. Serving coffee or tea
22. Presenting the bill
23. Saying thank you to the guest

The standard above has a main function for guiding the waiter and waitress to do their job in the right way and avoid the wrong procedures during the operation of restaurant. The theory above should be followed by waiter and waitress based on the sequence.