

CHAPTER II

LITERATURE REVIEW

2.1 Service

2.1.1 Definition of Service

Moenir (2002:26-27) states that service as the activity carried out by a person or group of people with a particular basic where the level of satisfaction can only be felt by those who serve or served, depend on the ability of service providers to meet the user's expectations.

According to Kotler (2002:83), service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. Another opinion expresses that service is an activity or a sequence of events that occur in direct interaction with the human or physical machines to provide customer's satisfaction (Lehtinen, 1983:21).

Grönroos (2001:27) defines service as an activity that cannot be seen which occurs as a result of the interaction between consumers and employees or things provided by the service provider organization in view to solve the problems of the community served.

According to four experts above, the writer concludes that the service is an activity which is done by a person or group of people which is intangible to meet customer's expectation.

2.1.2 Characteristic of Service

Kotler (1994:466) explains that there are four characteristics of service; they are: intangibility, inseparability, variability, and perishability.

1. Intangibility

Intangibility means that service is not concrete, that cannot be seen, touched, felt, heard, and smelled before the transaction. This means that the buyer do not know certainly the outcome of a service before the service is consumed.

2. Inseparability

Inseparability is the service cannot be separated, it means that it is sold then produced and consumed at same time because it cannot be separated. Because of that, the consumers are also participated in producing services.

3. Variability

Variability is variety of services, it is always changing so the quality is not always the same, but depending on who is providing, when and where it is available.

4. Perishability

Perishability is the service cannot be stored and demand fluctuates. The durability of service depends on the situation created by variety of factors.

Meanwhile, Normann (1991:14) explains the characteristics of service as follows:

1. Services are intangible.
2. A service in fact consists of real action and an effect that is social action.
3. Production and consumption activities in service cannot be separated significantly, as generally occurs in the same time and place.

2.2 Excellent Service

2.2.1 Definition of Excellent Service

Excellent service has so many definitions based on many people. People may have their own definitions about excellent service. According to Barata (2004:31), excellent service is the concern to guest and give the best service to facilitate the easiness of fulfilling needs and to implement their satisfaction, in order to make them loyal to organization or company. According Swastika (2005:3), there are three basic things in excellent service, they are manner approaching related to concern to customer, effort to serve the best, and a goal to satisfy customers based on standard operational procedure.

Based on the explanation of experts, the writer summarizes that excellent service concerns to customers by giving excellent service in order to satisfy the customers.

2.2.2 Purpose of Excellent Service

According to Rahmayanti (2010:8), the purpose of excellent service is to build loyal customers. The loyal customers are priceless and the loyalty cannot be forced. In hospitality industry, giving excellent service to customers is the perfect way to build image of company and loyal customers.

2.2.3 Characteristic of Excellent Service

According to Barata (2004:31), excellent service consists of six basic characteristics, they are: ability, attitude, appearance, attention, action, and responsibility.

1. Ability

Ability is the knowledge and specific skills that are absolutely necessary to support the excellent service program, which includes the ability in the field of work, implement effective communication, develop motivation, and develop public relations as an instrument in relations within the organization or company.

2. Attitude

Attitude is a behavior that should be done when facing the customers, which included good appearance, positive thinking, health and logic, and respect.

3. Appearance

Appearance is the performance of a person physically, which is able to reflect the confidence and credibility of the other party.

4. Attention

Attention concerns to customers, attention to the needs and desires of customers as well as an understanding of suggestions and criticisms, which includes listening and understanding seriously needs of the customers, observe and appreciate the behavior of customers

5. Action

Action is a range of activities to do in providing services to the customers, which includes noted the of each customer's order, noted the needs of the customer, realizing the needs of the customers, and say thank you with expectations of customers will come back again

6. Responsibility

Responsibility is a caring attitude to avoid or minimize the loss or dissatisfaction of customers

Meanwhile, Tjiptono (2008:466) mentions four basic characteristics of excellent service, as follows: speed, accuracy, hospitality, and comfort.

1. Speed

Speed of service is the service given by company to customers which is appropriate to the determined timing.

2. Accuracy

Accuracy is the service given by company to customers which is appropriate to customers need.

3. Hospitality

Hospitality given by company to customers means that polite attitude in giving service to customers.

4. Comfort

Comfort means that the environment should be clean, tidy, hygiene and completed with supporting facility of parking lot, rest room area, WI - FI, and other.

According to Khairulmaddy (2010:25) there are three basic characteristics in excellent service, they are: attitude, attention, and action.

1. Attitude

The waiters are expected to give the followings attitude in service: nice gesture, hospitality, sympathy, and sense of belonging to the company. The followings are three elements of attitude, they are:

- a) Having a sense of pride to the job
- b) Having a loyalty to the job
- c) Maintaining the good reputation of the company

2. Attention

In service, the waiters should pay attention and observe the customer's needed. If the customers have shown interest in purchasing goods services that we offer, we immediately should serve those customers and offer help, so that customers feel satisfied and fulfilled their needed.

The followings are the points that must be concerned related to service:

- a) Greeting.
- b) Asking what desires of the customers.
- c) Listening to and understanding the customer's need
- d) Serving customers quickly, accurately and friendly.
- e) Putting the customer's interests at the first priority.

3. Action

The concept of attention, customers will "showing interest" to buy the products that we offer. On the concept of customers actions had "dropped the option" to buy the product. The forms of service based on the concept of the action are follows:

- a) Note the customer orders.
- b) Reaffirm the customer's order.
- c) Farewell the customers.

Related to the statement from Khairulmaddy (2010:5) above, the followings are additional information about characteristics of attitude:

1. Having a sense of pride to the job

The elements of pride, included happy to the job, appreciate own self, and respect each other (Sihotang, 2014:169)

2. Having a loyalty to the job

The elements of loyalty, included discipline, responsibility, and honesty (Saydam, 2000:24)

3. Maintaining the good reputation of the company

The elements of maintaining the reputation of company, they are: good appearance, improve the performance level, and obey the rule (Jasa Marga, 2011:19)

2.3 Waiter/Waitress

2.3.1 Definition of Waiters/Waitresses

The workers of food and beverage service are called Waiters/Waitress. They are on the front line to serve the guest in restaurants. According to Pedit (1996:2), a waiter or waitress is a staff of a restaurant in hotel that has responsibility to serve food and beverages needed by guests. Moreover, Marsum (1993:90) expresses that the duties of waiters in a restaurant are waiting guests, welcoming guests with good service and comfort, taking orders, serving food and beverages, cleaning the restaurant and its environment, and preparing the dining table and tableware for the next guests.

2.3.2 Responsibilities of Waiters/Waitress

According to Marsum (2005:93), the responsibilities of waiters and waitress are:

1. Setting up the table
2. Checking the table
3. Cleaning up the equipment
4. Preparing the menu
5. Helping another employee

2.3.3 Standard Operational Procedure (SOP) of Waiters and Waitress in Serving Guest

According to Marsum (1993:93), SOP of waiters and waitress generally divided by three periods, they are: pre-opening, during operation, and closing.

1. Pre-opening
 - a) Checking table setting

- b) Cleaning the cutleries
 - c) Preparing menu
 - d) Table setting
 - e) Grooming
2. During operation
- a) Greeting and escorting guest with smile
 - b) Taking order
 - c) Repeating order
 - d) Checking the menu that has been order
 - e) Serving order
 - f) Handling complain
 - g) Handling bill
 - h) Farewell the guest
3. Closing
- a) Setting table
 - b) Taking note on log book
 - c) Making guest history