

CHAPTER II

THEORETICAL FRAMEWORK

A. Theoretical Framework

1. Hotel

According to Agung Permana (2013:5), “hotel is business that provides assistance to gain profit through provides services like front desk, housekeeping, food and beverage, MICE, and recreation to their customers that stay over”. In another hand, “hotel is a business that is organized by the owner with providing food and beverage and room facilities to rest for those who travels and can afford to pay a certain amount of money according to the type of service that they received without any special agreements” (Sulastiyono 2011:5)

2. Restaurant

“Restaurant is a commercial facility that provides food and beverages for customers” (Andrews 2013:3) and Ninemeier and Hayes (2011) stated that “restaurant is an operating food service that gain profit based on selling food and beverages to customers in a small group”.

Based on the definition of restaurant on the above, it could be said that restaurant is a business which gain profit by providing food and beverages to customers.

According to Mary B. Gregoire (2010) restaurant can be classified into a few categories as below:

a. Fast-Food or Quick-Service Restaurant

This restaurant usually provides a limited selection of food to their customers. The main focus of this restaurant is to provide quick service to the customers with an affordable prices where usually the customers will pay in advance for their meal directly after ordering them.

b. Full-Service Restaurant

A restaurant that provides dining table with services and also the customers will pay after their dinner. Customers will be seated by the host and will be served during ordering their meal.

c. Casual Dining Restaurant

An affordable restaurant with a casual and simple atmosphere and provided with table services. This is suitable for those who doesn't want too formal dining experience.

d. Fine Dining Restaurant

A restaurant with an elegant atmosphere, extra services provided and serves fine cuisine to create a memorable dining experience for the customers. A fine dining restaurant are typically more expensive than the other types of restaurant.

As the types of the restaurants on the above, The Place could be classified as Full Service Restaurant that serves their customers with choices of both buffet and a-la-carte menu. Customers will be greeted and seated by the Guest Service Officer to their assigned table and dine with their preferences type of meal which is either buffet or a-la-carte.

3. Standard Operating Procedure (SOP)

“Any business, organization and company should be accommodate with a set of Standard Operating Procedure” as stated by Jain (2008:370) in Akyar (2012) in which that the Standard Operating Procedure will assist the employee through the all the information provided within to enhanced the job performance and consistency of quality performance done by all the employee according to Frank (2010) in Akyar (2012). A Standard Operating Procedure (SOP) is a system that is assembled to simply and put our tasks in order according to Ekotama (2015:41). While according to Sailendra (2015) Standard Operating Procedure is a guidelines that is used on operational activities by an organization or company to ensure that all operational activities can be conducted smoothly and accordingly. The phrase Standard Operating Procedure derived from 3 individual words which is standard, operating and procedure that can be define as below Joko Dwi Santoso in Purnamasari (2015:10):

a. Standard can be define as:

- A set of terms required as a sole references.

- As a references in which all that involved within must obey the standard.
 - Can also be a law that should be obeyed with a certain agreement.
 - It is mandatory.
- b. Operating can be define as:
- Perceived to application of working activity.
 - The activity involved with a proper flow of daily tasks and unique tasks.
 - A set of working activity with all the activities within that tied with a set of rules that had been determined.
 - In the application, the activities must obey and refer to the rules or standard that had been determined.
- c. Procedure can be define as:
- A series of steps that involved in a proses of working activities.
 - It has to be described in details and clarity.
 - Can be in a form of written steps or pictures.

As stated in Akyar (2012) that are a few things that must be considered within a Standard Operating Procedure as below:

- a. Establishments of Standard Operating Procedure.
- b. Acceptance of Standard Operating Procedure that is proposed.
- c. Raising awareness of the Standard Operating Procedure towards the employees.
- d. The accountable and performers of the Standard Operating Procedure.
- e. Revised and withdrawal of Standard Operating Procedure.

As stated all of the above, Standard Operating Procedure needs to be execute and carry out through all the daily operations by all of those that involved in that daily operations. The Standard Operating Procedure is required to ensure the quality provided by the employees will be constant regardless to whom and when that the operations is executed. Still there could be any obscurity on the Standard Operating Procedure applications and according to Lubis (2010) this can happened because of lack of awareness and information about the right policy, authority, and guidance.

According to Giordano (1980) in Munandar (2008) that mentioned there are several components that can triggered and causing the obscurity as below:

- a. Obscurity of the purpose.
- b. Lack of clarity of responsibilities.
- c. Obscurity of the working procedure.
- d. Obscurity of what is expected by other people.
- e. Uncertainty of the tasks.

B. Framework Thinking

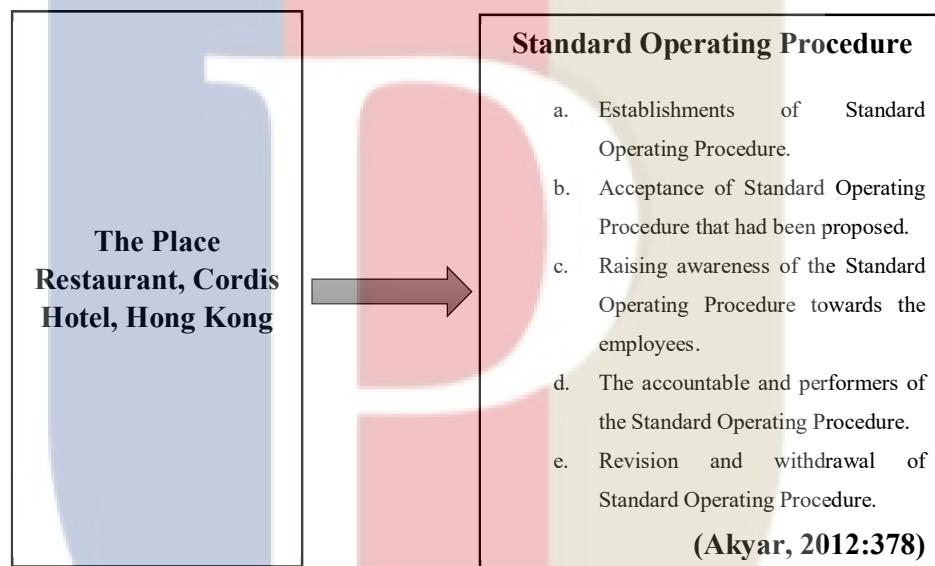


Figure 1 Framework Thinking

The study of analysis of Standard Operating Procedure Implementation at The Place Restaurant, Cordis Hotels, Hong Kong will be carry out based on the theory as stated by Akyar (2012) as a reference of study.