

CHAPTER 1

INTRODUCTION

1.1 Research Background

Conveying the meaning of Hotel Industry, it is an industry that is of non-stop services, accommodations and other facilities mainly Food and Beverages Services. It involves the help of people who is keen and passionate about service excellence, as they should be always attentive and welcoming to every guest needs and wants. Hospitality Industry is also a group of people joining together as a team and then divided into different department, to create and help full-fill guest level of satisfactory. In line with *Sulastiyono* (2011:5) stated that a hotel refers to an industry managed by their respective owners by providing services, Food & Beverages, Room together with its other facilities.

Also, *Sugiarto* (2012:2) mentioned that every Hotel Industry is one of a competitive business field that is different from the other industry. Hotel Industry provides a product that approaches the guest, however on the other hand, the guest will be the one approaching the hotel to delight in the services and product that the hotel provides. Therefore, due to this reason, each and every hotel industry needs to be competent enough to find different ways to attract the guest so that they will approach the hotel. The Hotel should be able to create a long-lasting great impression, from where the guest will always want to come back to the particular hotel.

Every Hotel, nevertheless whether it is a three or five star hotel, should have a strong Standard Operating Procedure and ways to deliver it to their employee, making sure they apply it on their daily operations to ensure the smooth and seamless daily operations.

In today's era, Hospitality Industry is still one of the most blossoming industry in every corner of the world. Considering the first quarter as a whole, the number of tourist arrivals increased 4.28 percent to 3.82 million. Indonesia has set a target of 20 million foreign tourist arrivals in 2019, after logging 15.81 million in 2018. Tourist Arrivals in Indonesia averaged 832831.29 from 2011 until 2018, reaching

an all-time high of 1536489 in July of 2018 and a record low of 548821 in January of 2011. (Figure 1.1)

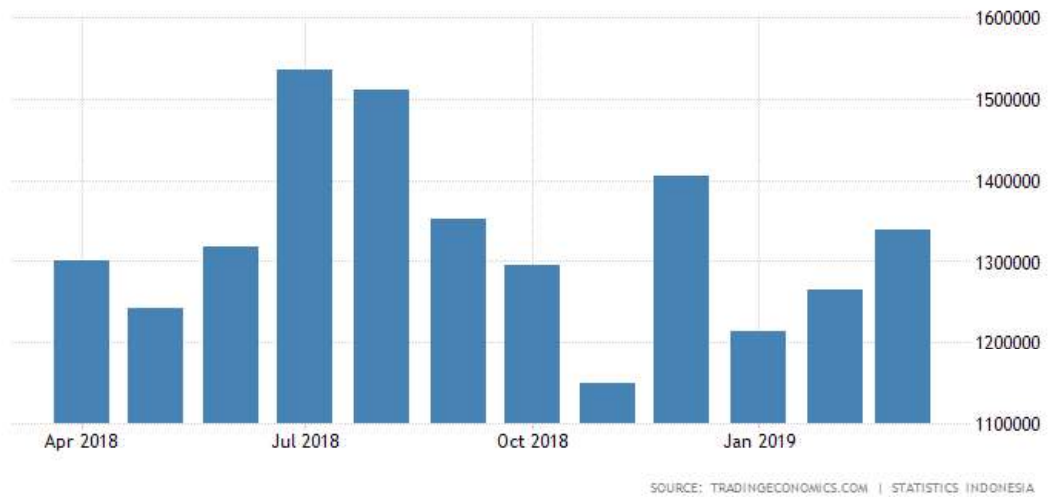


Figure 1.1 Indonesia Tourist Arrival

Source: Trading Economics, 2018

Hotel business industry still perform a very great show in the investment asset of any industry. Especially when the Internet era, the Online travel agent really took off another greater opportunity for a Hotel industry to gain asset. With the help of all technology and social media that has been existing and will continue to grow, it will definitely shape the future of the industry.

In The Hotel week Indonesia 2019, Tourism is a very important component of Indonesia's economy, contributing to 9.3% of the country's GDP. Indonesia's tourism sector is accountable for approximately 4% of the total economy and plans to double the figure by 2019, leading to opportunities in upcoming markets. Good travel and tourism policies enable 10 million international visitors annually. The government has also revised its visa-free access policy in 2015 to attract more foreign tourists. Famous tourist destinations, like Bali and Jakarta, have already seen a large influx of investment in recent years, especially, in the upper end of the market, promoting the establishment of hotel industry.

With that being said, there is a lot of Hospitality Industry brands spread everywhere and basically competing with each other by giving different benefits and also guest services to their customers. What makes a hotel different from the others can be judge by its architectural and design of the building, strategic location, price and most importantly, the service that is given by the staff in that particular hotel. In this case, to maintain a seamless service to the guest, every hotel industry needs to have a Standard Operation Procedure, for each and every staff to follow and makes it easier for them to do the operation. Every standard operation procedure is set in order to make the employee follows the rules and regulation to make it easier for them to follow, but it has to be applied and communicated to each and every employee consistently.

As the title of the research suggest, taking Concierge section as the main point in maintaining their standard operating procedure is because Concierge refers to the front of the house, which is makes them the first impression and to welcome the guest even way before the guest reach the reception desk to do the check in procedure. Especially in five stars hotel, the role of a Concierge is a crucial ones that is why it is very important for the Concierge to maintain very well their standard operating procedure to also maintain their uniformity in delivering services to the guest.

In this research, the author will be bringing out one of the growing hotel industry located at the Central Business District of Jakarta, Four Seasons Hotel Jakarta, where the author performs the last intensive internship, is known for its magnificent architecture and interior of marble design, attracting the guest to visit and take a picture in the glorious hall of their white marbled bathroom's mirror in every of their suites. With 125 suites in total, including the sumptuous Presidential suites, not much of a number for the total of suites, but in that way, means that the quality of service needs to be maintained very well, therefore the hotel needs to pursue on a better quality management system and also a lean manufacturing of the hotel.

Based on the problem arises stated above, therefore the author is interested to do a research in this topic "Maintaining the Standard Operating Procedure of Concierge to Enhancement of Service Quality in Four Seasons Hotel Jakarta."

1.2 Identification of Research

However, the challenge arises in the hotel industry when the Standard Operating Procedure is not being develop more in depth or the staff of the hotel does not obey and comply with the SOP that has been set by the Hotel Industry. To ensure that the strategies can be implemented and evaluated for a long term scope, the staff needs to maintain the consistency of the service that they are going to deliver to the guest. But by doing some quick interviews with the front of the house staffs, they said that following the same regulations could be boring, delivering only the same service only based on the Standard Operating Procedure. Services should come from the staff that is passionate, full of heart in giving services and is content with their job as a hotelier. Hence, the Author came up with the identification of research as follows:

1. An effective Standard Operating Procedure that has not been implemented well in all of the whole operational in Concierge section.
2. Standard Operating Procedure that has not been unified affecting in Service Quality.
3. Doubt in applying constant Standard Operating Procedure to improve an effective Service Quality.

1.3 Problem Limitation

This research is mainly on a viewpoint from the Concierge section employee in Four Seasons Hotel Jakarta and this research is also upon the employee's and the author's viewpoint while working at the Hotel itself.

1.4 Research Problem

Being said about the Identification of Research followed by the problems, therefore in order to know the goals of this research, this research will be attempting to explain to the following questions:

1. How do the Standard Operating Procedure can be implemented well in Concierge section in Four Seasons Hotel Jakarta?
2. How does the application of the uniformity of Service Quality in Concierge section went?
3. How the role of Standard Operating Procedure does affects in improving Service Quality?

1.5 Objectives of Research

With all the current issues and the uncertainty of different employee in delivering services uniformly due to lack of knowledge and trainings about the SOP, and also the SOP that has been set is not strong and clear enough, it definitely bring up a problem in the hotel itself and the employee will tend to use their own way in finishing each task hence the service delivered is not as what is stated on the Standard Operating Procedure.

This research strives to illuminate the role of Standard Operating Procedure to be applied effectively in a daily operations to avoid a contrast issues and complaints from guest in receiving different service treatment from the rest. This research is also in hope to enhance the standard of service quality delivered by proposing some of the practical possible recommendations and solutions.

1.6 Benefit of the research

The actual research objective is to clarify the inconsistency of the employee towards the Standard operation procedure of the hotel. In an instance, this research is to bring out solution for the hotel and its employee to maintain the service quality through their standard operation, in such a way is to also leading to a successful service encounter which equals to a satisfied guest by giving and

also providing a practical recommendations to enhance the condition of Four Seasons hotel Jakarta and risen up their service quality.

1.7 Benefit Research

Benefit for the Hotel:

By doing a research and executing some of the way out, the most benefits will goes to the hotel itself as it will be reflected to them from many different aspects like guest satisfaction, loyal employees and in general, the hotel income itself.

Benefit for the Employee:

Once a well-maintained training and innovation in reinventing new SOP and ideas regimely, the employees will feel more secure and also does not feel bored doing the same SOP that will threaten them as they does not have to be completely attached in doing the same thing repeatedly.

Benefit for the Author:

Through this research and observation, Author came to know about the real hospitality industry's standard operating procedure and the way of application also to maintain it in more in depth and wider perspective.