

Psychology Of Service In Terms Of Standard Operating Procedures, Training And Career Development At Cs Hotel In Ubud

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Abstract

CS Hotel in Ubud is a three-star hotel with 101 rooms, 96 employees and seven departments : Front Office, Food & Beverage Service, Food & Beverage Products, Human Resources, Sales & Marketing, Finance, and Engineering. studied the subject matter of "How are the implementation of Operational Prochedures Standard, Training and Career Development of employees CS Hotel in Ubud". Discussion of this research is the implementation of the Operational Prochedures Standard, Training and Career Development for employees at Food Production Department, CS Hotel in Ubud. The research is Qualitative Research using Observation Methods, instruments are, check list observation, camera. Samples were employees from Food Production Department. There are 13 employees and two outsourced staff. The conclusion are, Work Systematics, there is no operational prochedures standard, job description and job specification for food production department, workload analysis, training plan; Related to Human Resources, there is no program in training and career for employee; Lack of understanding hygiene and sanitation, non-standard work; Related to Conditions Workplace, there is poor illumination caused by light contained in kitchen, ceiling of the kitchen, slippery floors, drainage system or sewer iron contained in kitchen are less well maintained, lack of air circulation for kitchens pastry and bakery.

Keywords : *Standard Operating Procedure, Training. Carrer Development*

Introduction

Hotel as one type of commercial services business has role and function to provide various facilities for their guest. Guests visiting the hotel want to enjoy the various facilities provided by the hotel, such as rooms, food, drinks, and other support facilities. In daily operation, the hotel will always give priority to the quality of service to reach guest satisfaction.

Hotel manajemen, as commercial services business, purpose to gain the maximum guests expenses at the hotel. So they have to give excellent service to the guest. This is the reason implementation of Psychology of Service in hospitality industry is needed.

Management reach the goals by various ways such as setting a standard and work competence that includes knowledge of skills and attitudes (knowledge, skill, and attitude). The first stage is Recruitment and Selection. The next step is to orientation, further knowledge about hotel general knowledge, overall organization of hotel, responsibility, standards and basic training for all employees (employee induction).

Next step is training and development to provide the employee performance in their department. For long-time employees, training and development programs aim to recall certain competencies and prepare employees for stepping into promotion.

CS Hotel in Ubud is a three-star hotel with 101 rooms, 96 employees and seven departments : Front Office, Food & Beverage Service, Food & Beverage Products, Human Resources, Sales & Marketing, Finance, and Engineering. Previous interview with the Human Resources Supervisor describe there was no clear Standard Operating Procedures, having no mapping in career planning for employees, less appropriate in education level, and working in a long periode for any job or duty.

Based on the data, topics of this research is "How are the implementation of Standard Operating Procedures, Training and Career Development at CS Hotel in Ubud".

Topic of this research is the implementation of Standard Operating Prochedures Standard, Training and Career Development for employees at Food Production Department, CS Hotel in Ubud. The research is Qualitative Research using Observation Methods, instruments are, check list observation, camera. Samples were employees from Food Production Department. There are 13 employees and two outsourced staff.

Theories

Psychology of Service is a science that studies human behavior in the process of interaction work in the service industry, ie between customers / guests / clients / customers / patients and the officers / employees / employees (Zeithaml & Bitner, 1996).

Product-related services in the form of goods include: tangible, standardized, production separate from consumption, non perishable. Service-related products in the form of services include: intangible, heterogeneous, simultaneous production and consumption, perishable (Zeithaml & Bitner, 1996).

Maslow (Suparno, 2005) explain that self-actualization such as fulfillment is the highest basic need for every person. This is known in Maslow's hierarchy of needs theory. Self-actualization could be achieved by planning employee's career development. Every employee want to improve performance and have career development. Career development not only affects employee's level, but also affects compensation given to the employee. The more compensation received by employee, the higher workload for the employee. Therefore, career

development is not achieved instantly because management have to consider lot aspects of an employee.

Training is a learning process that allows employees carry out the work in accordance with the current standards (Suparno, 2005). Training influence employee performances, assist them working better, and using as tools in order to assist the employee to receive career development in accordance with what is desired.

Wibowo (2010) explain Standard Operating Procedure is an activity standard that must be performed in sequence to complete a job, no overlap or duplication, harmony working relationship and responsibility between employees. Standard Operating Procedures have effective and efficient criteria, systematically, consistently, as labor standards, easily understood, complete, written and open to change / flexible.

Wibowo (2010) explains that there are several forms and criteria in the manufacture of standard operating procedures (SOP), namely 1) Simple steps: a short procedure and does not require a lot of written decision. This is for simple work and small company with little amount of employee. 2) Hierarchical Steps: The shape is quite a length of more than 10 steps, but too many benefits. 3) Graphic format; This form is the same as Steps Hierarchical sufficient length of more than 10 steps but not too many decisions. Graphic format contains a graphics, pictures, diagrams to illustrate what the objectives of the procedure. 4) Flowchart; procedure that has a lot of decisions, flowchart is a simple graph that describes the steps in making a decision.

Masha (1994: 58) explains that standard operating procedures has two categories namely: 1) Blue-color procedure is a procedure in which the language is used in the factory, workshop, part of the construction project research, manufactur parts and material removal. 2) White-color procedure is a process used in the fields of administration, including the procedures contained in an office like a stream of correspondence, bookkeeping, accounting, reporting, planning, work scheduling, budgets, standardized work, concept, tehknik office. Thus the standard operating procedures are standardized criteria planning, implementing, monitoring and evaluating the work of a certain position.

Previous Research

Krisna Mahendraswara 's research (2011) explains that the quality of human resources, related to the world of hospitality, include the appearance of a neat employee (greeting &

services, service procedures easy to understand, employees resolve complaints well, employees quickly and responsive, employees are willing to help difficulties faced by customers, employees provide information clearly and easily, accuracy in service, patience and friendliness, and really in the interest of customers.

Research of Tjitrokusumo and Tumbelaka (2015) Analysis of Standard Operating Procedures in Hotel Room Cleaning Satellite Surabaya found that the implementation of Standard Operating Procedures should be reminded repeatedly and continuously at a hotel employee in order to run optimally. The role of the supervisor and management is needed in standard operating procedures implementation.

Research of Gumilang (2010) about the relationship between job satisfaction with employee productivity shows that there is a relationship between job satisfaction and productivity. The more satisfied employees the more productive they are. Aspects of job satisfaction is employee having proper standard operating procedures clear, and reward given by the management on employee performances.

Analysis

This research used Wibowo (2010) classification of standard operating procedures : 1) Simple steps: a short procedure and does not require a lot of written decision. This is for simple work and small company with little amount of employee. 2) Hierarchical Steps: The shape is quite a length of more than 10 steps, but too many benefits. 3) Graphic format; This form is the same as Steps Hierarchical sufficient length of more than 10 steps but not too many decisions. Graphic format contains a graphics, pictures, diagrams to illustrate what the objectives of the procedure. 4) Flowchart; procedure that has a lot of decisions, flowchart is a simple graph that describes the steps in making a decision.

The result shown that CS Hotel in Ubud use simple step although they are big company with more than 100 employee. The impacts are sometimes misscommunication between employee and management, having no clear workload, and employee's insufficient competencies

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color procedure is a process used in the fields of administration, including the procedures contained in an office like a stream of correspondence, bookkeeping.

CS Hotel in Ubud use blue color procedure only, although the management should use the combination between blue color procedure and white color procedure. Hospitality industry is not only means the company use language to complete the job, but also Standard Operating Procedures needed to reach the best performance in employee's psychological of service.

Checklist is using in this research to identify Food Production Department.

A. Systematic Work

- a. There is only one human resources assigned to the Human Resources Department, the Human Resources Coordinator.
- b. There are no standard Standard Operational Procedure.

To produce optimal performance, Standard Operating Procedures is needed. The employee will make great activities, and minimize errors in performing their duties. Without Standard Operating Procedures at Food Production Department would make the employee could not work properly, causing conflict between cook, supervisor and Chef, having misscommunication, and there are lots of complaints from guests. There are no job description and job specification.

Conclusion

The conclusion are, CS Hotel in Ubud use Simple Step Standard Operating Procedure and Blue-Color Procedure in Systematic of Work.

Work Systematic at CS Hotel in Ubud, there is no standard operating procedures, job description and job specification for food production department, workload analysis, training plan. Related to Human Resources, there is no program in training and career for employee, Lack of understanding hygiene and sanitation, and having no standard in working. Related to Conditions Workplace, there is no (poor illumination caused by light contained in kitchen, ceiling of the kitchen, slippery floors, drainage system, lack of air circulation for kitchens pastry and bakery.

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