

# Improving The Professionalism Of Waiter And Waitress In Supporting The Successful Operational Food And Beverage Service At Aryaduta Hotel Medan

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Article Info	ABSTRACT
<b>Keywords:</b> Hotel, Food And Beverage, Waiter, Standar Operational Prosedure.	The aim of this research is to find out the role of waiter and waitress in supporting the succses of food and drinks. The type of research used is qualitative research. In this research, data was collected through observation and in-depth interviews. The research sample was the manager the Aryaduta Medan Hotel in the Food And Beverage section. The results of this research show that standart operating procedures (SOP) greatly influence the profesionalism of waiters and waitress. With the presence of SOP, staff can function well at work.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Elisa Br Tarigan Tourism Management, Sekolah Tinggi Ilmu Manajemen Sukma Medan Jl. Sakti Lubis No 80, Siti Rejo 1, Kec. Medan Kota, Kota Medan <a href="mailto:elisatarigan60@gmail.com">elisatarigan60@gmail.com</a>

## INTRODUCTION

The development of tourism in the world has experienced various changes both in terms of the form and nature of tourism activities and has made it an industry capable of providing rapid economic growth and activating other sectors in tourist countries. Tourism is one source of foreign exchange for the country, because with tourism the government's income will increase, starting from transportation taxes, lodging taxes and income from foreign tourists. We all know that Indonesia is a developing country that has a variety of tourism and culture stretching from Sabang to Marauke, starting from tourist attractions and tourist attractions that are rich in natural beauty, tourist parks, cultural parks and culinary tourism (Adelia & Indriani, 2018). The definition of Tourism is a journey from one place to another that is only temporary and carried out by an individual or several people, to seek balance, harmony and happiness with the environment in social, cultural, natural and scientific dimensions. (Prayudi, 2020).

The definition of a hotel is a type of accomodation that uses part or all off its parts for lodging services, food and drink providers and other services for the general public which are managed commercially (Wirapraja et al., 2019). Hotels are accommodation facilities that are widely used by tourist and business guests as a place to stay while providing food, drink and other facilities needed by staying guests (Insani & Setiyariski, 2020).

The city of Medan is the third largest city in Indonesia after DKI Jakarta and Surabaya and the largest city outside Java, as well as the largest on the island of Sumatra. Hotels are one part of the tourism industry that can generate large revenues if managed well. The biggest income in hotel management is room sales. So the second largest income comes from sales of food and drinks, both those sold at restaurant outlets in the hotel and sales of food and drinks through room service or what is often called room service (Lailatul Mufidah, 2021).

The food and beverage department is one of the parts that is required in a hotel that has food and beverage facilities to run it. The food and beverage department is divided into two parts that are interconnected with each other and must work together. These two parts are the food and beverage front (front service), namely the part that faces guests directly, consisting of bars, restaurants, banquets and room service. Meanwhile, the back part of food and beverages (back service) is the part that does not have direct contact with guests because it must have a waiter as an intermediary, which consists of kitchen, stewarding, food and beverage front which is often also called food and beverage service. , to return food and drink. called food and beverage products (Bimantara Yanuar Dwi Putra, 2017).

The definition of Food and Beverage Service is a business sector which is a part of a business such as a hotel which is responsible for needs, because the service provides food and drinks as well as other related needs of a hotel or is managed commercially. In Indonesian, food and drink service is called food service (Wahyuni & Parma, 2020).

A waiter is someone who works to serve guests who come to a restaurant from the moment the guest arrives, until the guest has finished eating (Yunia et al., 2023). In general, the waiter's job is to serve the visitors who are present from the moment they enter the restaurant until cleaning the visitors' tables when they are finished. When a visitor arrives, a waiter will approach the visitor's table carrying a menu book. Then, the waiter writes down the menu you ordered and once the food is ready they will serve it to your table (Dwi & Rashid, 2023).

In general, the waiter's job is to serve the visitors who are present from the moment they enter the restaurant until cleaning the visitors' tables when they are finished. When a visitor arrives, a waiter will approach the visitor's table carrying a menu book. Then, the waiter writes down the menu you ordered and once the food is ready they will serve it to your table (Tunjungsari & Swari, 2021).

The best service is carried out to carry out certain types of service. And of course, personnel with special skills are needed. Thus, before implementing a type of service, it is necessary to first know the level of skill or expertise of the waiter/waiters and adjust it to the skills required by the job (Nengrum, 2019). For personal matters, it is very important to determine the quality of service, so every company requires superior service (service excellence), namely an attitude or way employees serve consumers so that they are satisfied with the service provided (Tunjungsari & Swari, 2021).

Food and Beverage service according to procedures will provide satisfaction to guests, but there are still many hotel employees, especially waiters and waiters, who are less professional and do not pay much attention to the service provided to guests, service that does not comply with standard operational procedures (SOP) that have been set by the party.

Hotel, this will make guests disappointed and complain. I saw that there were waiters who were less than professional at the Aryaduta Hotel Medan because they did not follow standard operational procedures (SOP) so that guests complained at breakfast, therefore I was interested in raising the title of increasing the professionalism of waiters and waiters in supporting the success of Operational Food & Beverage Service Department.

## METHODS

### Data Types And Sources

Qualitative research methods are designed in such a way that they help reveal the behavior and perceptions of the target audience with reference to specific cells. The results of the qualitative method are more descriptive and can be concluded quite easily from the data obtained. This method comes from social and behavioral sciences. Today our world is increasingly complicated and it is difficult to understand what people think and feel. Regarding research methods, every researcher needs to understand the differences between positivism and interpretivism to make important decisions regarding the methods and approaches used by researchers (Hasibuan et al., 2022).

1. Primary Data

Primary data is data obtained by researchers directly from the research location by recording the results of interviews with waiters at the Aryaduta Hotel, Medan.

2. Secondary Data

Secondary data is data managed by the agency/hotel, such as the history of the hotel, and the organizational structure of the Aryaduta Medan hotel and also data obtained from journals or books and the internet.

### Data Collection Methods

This research data collection method uses four types of data collection methods, namely

1. Observation (observation) This method is carried out by collecting all research object data by making observations that will be carried out by the author at the research site while the author is conducting research to obtain data and an overview of the research object.
2. Interview (interview) This data collection method is carried out by the author asking several questions which will be given directly to the sources involved in the research object. The aim is to find data related to the object being studied. The interview guidelines that researchers will use are:
  - a) Subject identity (name, position, age, length of work)
  - b) What are the standard Operational Procedures (SOP) for Taking Orders at the Aryaduta Medan hotel?
  - c) How are efforts to increase the professionalism of waiters and waiters at the Aryaduta Hotel Medan?
  - d) What is the role of waiters and waiters in supporting the success of Operational Food and Beverage Service at the Aryaduta Medan hotel.
  - e) What will a supervisor or manager do when waiters and waiters do not carry out standard operational procedures that have been set by Hotel Aryaduta Medan?

3. Documentation This data collection method was carried out by the author in order collect evidence of research object data.
4. Literature This method is carried out by the author in order to collect data or information taken from journals or written sources such as literature studies related to the research title problem.

### Data Analysis Method

According to Sugiyono 2019, data analysis is a systematic search and retrieval process compiling data obtained from interviews, field notes and other materials, which is done by compiling the data, breaking it down into units, synthesizing it, arranging it into patterns, selecting what where. which will be used. what is important and what will be studied, as well as making conclusions so that they are easy to understand and the findings can be understood by the reader.

#### 1. Data Collection

Data and information obtained from interviews, documentation and observations will be included in research notes which include what was heard, experienced, recorded, seen without the intervention of the researcher.

#### 2. Data Reduction

Data reduction is part of data analysis with a form of analysis that directs, categorizes, directs, eliminates unnecessary data, and organizes data so that final conclusions and operations can be drawn.

#### 3. Persentation Of Data

After the data has been reduced, the next step is to present the data. By presenting data, it can provide a systematic picture of events which are the result of research or observation. Data is more understandable and understandable. Data presentation is realized in the form of descriptions and similar photos.

#### 4. Conclusion Taking

Namely carrying out continuous verification during the research process. The initial conclusions expressed are still temporary, and there will be changes if strong evidence is not found to support them at the next stage of data collection.

## RESULTS AND DISCUSSION

### Standard Operational Prosudere (SOP) Taking Order at the Aryaduta Medan Hotel

The results of this research with the results of interviews state that the Taking Order for Aryaduta Hotel Medan is the same. The SOP for Taking Order at Aryaduta Medan Hotel is as follows:

1. While carrying the captain's book and stationery, approach the table and smile. Approach the table from the left to take food orders, greet and introduce yourself to guests accompanied by a warm smile. Make them feel welcome and comfortable. Friendly waiters can immediately make customers feel welcome and create a sense of trust and good relationships.
2. For more than 2 guests; people, ask in advance whether the order is made by each guest or one guest acts as a host who chooses orders for all guests.

3. Upsell the best menu at the Aryaduta Hotel Medan or provide suggestions for what food and drinks guests like.
4. Record guest orders clearly and systematically so that errors do not occur when inputting the cashier.
5. Repeat orders for guest orders by reading back the guest order that has been recorded to ensure the correctness of the order before it is processed to the cashier.
6. If there is more than one person, ask first whether the bill will be made together for all orders or separately for each guest.
7. Before billing, make sure the guest's orders are all out.
8. Billing, when billing, remind guests to check that all the messages are correct.

#### **Supervisor Role when a waiter makes a mistake**

1. Not reprimanding directly when a mistake occurs or not reprimanding directly in public because it will affect the guest, the guest will think that the waiter who made the mistake is unprofessional and will affect the service.
2. If the mistake made is fatal, we will call the waiter or waiters to the office and then we will conduct counseling to find out why the waiter made the mistake and how the waiter responded when the supervisor or manager gave directions.
3. After counseling, the Manager or Supervisor will continue to monitor the performance of the waiter or waiters, whether there are any changes or not. If there is no change, the Manager or Supervisor will carry out counseling again and will only be given three opportunities.

#### **How To Improve Waiter And Waiters Performance**

Brand Evaluation, Brand Evaluation is a standard for determining whether a person is good or effective. An example of Brand Evaluation is first observing the strengths and weaknesses of the server, because if you already know where the strengths and weaknesses are, it will be easier to provide training according to the server's weaknesses.

At the Aryaduta Hotel Medan Brand Standard Evaluaton is an audit carried out from the center for all Aryaduta Hotel units spread across several large cities in Indonesia so that the standards carried out are the same as in accordance with the instructions from the evaluation center itself including Hygiene and Sanitation Services as well as supporting operational documents. From the statement above, we can conclude that SOPs are needed and very important in a company or hotel, especially to increase professionalism in the food and beverage service department.

#### **Interview Results**

The following are the results collected based on interviews conducted by the author, so as to obtain the results of interviews conducted by researchers in this study

**Table 1.** Interview Results

No	Question	Answer
1.	What are the advantages of the waiters at the	The advantages of the waiters and waiters at the Aryaduta Hotel Medan are not only mastering order taking and service, the

No	Question	Answer
	Aryaduta Hotel Medan?	waiters and waiters also master the bar (yuda). Waiters and waiters at Hotel Aryaduta Medan rarely experience problems with guest complaints, because the waiters know how to serve guests well (eta). As for the strengths/advantages of waiters at Aryaduta Medan, they can carry out operational functions on FB simultaneously, not limited to just one job desk, they can simultaneously carry out job desks as greeter, waiter, cashier, barista or bartender and do not rule out the possibility if needed they can also handle events at the Aryaduta Medan banquet (jumperiator)
2.	What are the weaknesses of the waiters and waitresses at the Aryaduta Hotel Medan?	The weakness is that waiters and waiters don't have a lot of staff, most of them are just casual and daily workers, so sometimes the service will be a little different and the equipment will be a little lacking if there is an event of more than 500 pax (yuda). The weakness lies in the lack of staff, where more casuals are used, and casuals only come in when hotel occupancy is high, so service to guests will definitely be a little different because casuals don't come in every day and sometimes there is a lack of equipment which affects service (eta). The weakness is consistency (service between Trainee, Daily Worker and Staff) because here we also give freedom to trainees to carry out operations accompanied by senior daily workers and staff, so from the trainee side the responsibilities will definitely be different compared to daily workers and staff. So from the Supervisor side it is still mandatory supervising that they consistently carry out the SOPs that should be carried out and also experiencing equipment shortages
3.	Do waiters and waiters receive	

No	Question	Answer
4.	<p>assignments from supervisors?</p> <p>Is there a daily briefing for waiters and waiters?</p>	<p>several times if there are a lot of reservations (Jumperiators). Yes, so that operations run well (yuda) Yes, because to ensure that the tasks they carry out are running well (eta). Not every day, because waiters and waiters already understand their respective duties (jumperiators). Yes, because there must be communication at every shift change to avoid miscommunication (yuda). Yes, because it is to convey information and things that must be communicated so that operations run well (eta).</p>
5.	<p>Is the work of waiters and waiters still monitored at all times?</p>	<p>It is absolutely mandatory for the next shift to know information about anything in the previous shift, so that there are no errors in operations (Jumperiator). Yes, because many of our teams are still casual (yuda)</p>
6.	<p>If a guest complains, does the manager or supervisor immediately respond to the complaint?</p>	<p>Sometimes, because most of them remind each other (eta). Yes, because waiters who have just joined still need a lot of direction, so that unwanted mistakes (jumperiators) don't occur. No, because if when complaining the waiter calls the supervisor or manager then the guest could be even angrier, therefore the waiter will face the guest while calming down first (yuda).</p>
7.	<p>What is the important role of supervisors in increasing the professionalism of</p>	<p>It depends on what the complaint is like, if the waiter can still handle it then the supervisor or manager doesn't need to come down (eta). No, because the waiter is dealing with the guest, the waiter is the first to deal with the complaint, unless it is no longer handled then the supervisor will be the one to help. If the supervisor also cannot handle the</p>

No	Question	Answer
8.	waiters and waiters?	complaint then the manager will step in directly (jumperiator).
		This is important, because if there is no supervisor, fellow staff will feel they are better and this will certainly affect operations (yuda).
	Are there any strategies carried out by managers or supervisors to increase the professionalism of waiters and waiters?	It is very important, because if they have no one to supervise and direct then standard operational procedures will not work well (eta).
		Important, because the supervisor will direct and monitor the work of waiters and waiters and ensure operations run well (jumperiator).
		Yes, training is carried out every month so that services comply with standard operational procedures (yuda).
		Yes, roll play is sometimes carried out as a substitute for briefings so that all services are the same and not different (eta).
		Yes, training must be carried out every month and roll play aims to ensure that there are no different services and skill upgrades (jumperiators).

Of all the questions the author gives to employees, it is clear that a waiter carries out the duties and responsibilities given to him well, but must still be monitored so that there is no miscommunication between waiters and guests or superiors due to high occupancy.

### Discussion

Based on the results of observations and interviews that the author obtained, in increasing the professionalism of waiters and waitresses in helping the successful operation of food and beverage services at Aryaduta Medan Hotel, a waiter and waitress have carried out their responsibilities. One way is to take orders according to the soup, where the soup is as follows:

1. While carrying the captain's book and stationery, approach the table and smile. Approach the table from the left to take food orders, greet and introduce yourself to guests accompanied by a warm smile. Make them feel welcome and comfortable. Friendly waiters can immediately make customers feel welcome and create a sense of trust and good relationships.
2. For more than 2 guests; people, ask in advance whether the order is made by each guest or one guest acts as a host who chooses orders for all guests.



3. Upsell the best menu at the Aryaduta Hotel Medan or provide suggestions for what food and drinks guests like.
4. Record guest orders clearly and systematically so that errors do not occur when inputting the cashier.
5. Repeat the guest order by reading back the guest order that has been recorded to ensure the order is correct before processing it to the cashier.
6. If there is more than one person, ask first whether the bill will be made together for all orders or separately for each guest.
7. Before billing, make sure that all the guest orders are in the language, 8. Billing, when billing, remind guests to check that all the messages are correct. Apart from that, waiters and waiters also receive duties from the FB service supervisor so that they can support operational success while working.

This research is in line with previous research which states that SOP and new strategic planning that are in line with staff development needs greatly influence the work performance of waiters, therefore the strategy carried out at Palms Restaurant is quite good, namely by providing SOPs as one of the work guidelines and work standards for each staff at the Holiday Inn Resort Baruna Bali Hotel (Hepani et al., 2019).

We can see that the weakness in this research is that the waiters and waiters do not have many staff, most of them are just casual and daily workers, so sometimes the service will be a little different and there will be a little shortage of equipment if there is an event of more than 500 pax and there is a shortage of equipment, which will affect the service and make waiters and Waiters have been working for a long time. Previous research is not in line with other previous research which states that waiters and waiters do not have a positive influence, where there are obstacles or weaknesses. The professionalism of Parai City Garden Sijunjung Hotel service staff still needs to be improved due to various problems that usually occur when occupancy increases. Service standards at the Parai City Garden Sijunjung Hotel need to be improved, starting from being friendly, fast and precise. employees are still not friendly towards guests and the tasks given by the waiters at the Parai Hotel are still said to be a bit slow which can trigger complaints from hotel guests (Kumala, 2022).

## CONCLUSION

Based on the problem analysis discussed in the previous chapter, the author can conclude that the waiter and waiters and supervisors have carried out their job desk well namely, 1. A waiter and waitress at the Aryaduta Medan Hotel have implemented SOPs to increase professionalism in their work, 2. A waiter and waitress has performed the besst in the FB service by not only doing that job but doing many others job which can be handled by a waiter and waitress at the Aryaduta Medan Hotel, 3. A waiter always listens and does what the FB service supervisor has done so that it can run smoothly in the field, 4. A supervisor and FB service manager always provides the best motivation to his employees so they dont make mistake while working, 5. A supervisor always helps waiters and waitress if there are problems or guest comlaints during oprational hours, 6. A supervisor has carried out training

every once in a while for waiters and waitress and this has been implemented by FB service employees.

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