



Food and beverage product efforts in maintaining food quality in the restaurant and room service of hotel chanti semarang

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ABSTRACT

The research in this thesis is motivated by the increasing development of the hotel industry in Indonesia. Competition in the hotel industry is increasingly fierce due to the many new hotels that have emerged to date. So hotel management should have a mature strategy to be able to compete with new industries and major competing industries. The problem contained in this thesis is in how to maintain consistency in food quality and overcome it complaint guests about the quality of food at Chanti Hotel. The aim of this final assignment is to maintain food consistency and overcome problems complaint guests about food quality, in this research using a qualitative descriptive method based on the author's experience during "On the Job Training" and also based on previous research sources. The result of this final assignment is how to maintain consistency in food in a hotel, especially in restaurant and room service, and how to overcome a problem complaint guests about the quality of the food. The conclusion of this thesis is that in maintaining consistency in the quality of our food we must comply with standardized recipes.

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1. Introduction

In the era of world development, tourism is one of the fields that contributes large income to a country's economy. So that it can result in a decrease in interest in foreign and local tourists. Therefore, it can cause natural disasters, lack of public awareness of tourist attractions around it. Therefore, the tourism and culture office strives to develop and provide promotion so that facilities and infrastructure become better, and have an environment that can feel a comfort with the aim of arousing the interest of foreign and domestic tourists to return to this place.

A hotel is a place that provides accommodation facilities to support tourist travel, as well as providing various important facilities for guests. One important aspect offered by a hotel is food and beverage service, which can enhance the guest's stay experience. The importance of serving good quality food is a significant added value for a hotel. Therefore, the process of processing and serving food must be carried out carefully, paying attention to cleanliness at every stage. Food processing usually begins in the hotel kitchen, where raw materials are transformed into ready-to-eat dishes that meet standards for consumption by guests. The main kitchen serves as the main processing center in the hotel, where raw materials are processed into decent and quality dishes for guests to enjoy.

Competent and expert human resources can provide the best in serving guests during their stay so that guests feel very comfortable. If guests are satisfied, they will become loyal so that it can affect the room occupancy rate which ultimately provides income for the hotel. Assets, location, guests, and one of the factors that greatly affects the smooth operation of the hotel business is its human resources. Hotels should be able to create an atmosphere according to what guests need, and one of them is by improving the quality of food in restaurants and room service. According to Lewis and Booms in Sumarid (2022) who stated that 'Quality is a dynamic condition related to a product, service, human resources, environment, and process that exceeds a desire.'

Meanwhile, according to Kotlet in (Laksana, 2018:85) Service is any effort or even an action offered by one party to another party, which has no form and does not change ownership. Managing employees in a company needs to improve work communication between superiors and subordinates in order to create good working relationships. As an employee, it is mandatory to carry out responsibilities and duties according to predetermined standard operating procedures and work consistently. Having standard operating procedures, all employees can easily carry out their responsibilities and duties and easily make decisions when urgent matters occur. During the research at the Chanti Hotel, there were several obstacles that occurred in making food orders in the room service where there were several staff who did not wear handgloves, then porridge that was too runny, vegetable salad that was not washed properly, and chicken noodles for the breakfast menu at the restaurant.

Incidents like this can sometimes attract guest complaints about food quality, because the inappropriate measurement of food ingredients can trigger unpleasant changes in taste in food, especially if the processing of raw materials is not in accordance with applicable provisions. This can happen because the staff does not carry out their duties in accordance

with Standard Operating Procedures. Based on the description of the background above, the author is interested in knowing the level of satisfaction of Chanti Hotel guests, so this study attempts to analyze the assessment of food quality in restaurants and room service provided to the Chanti Hotel Semarang.

2. Method

According to Sugiyono (2020), research methods refer to the scientific process of collecting data with a specific purpose. Research methodology involves selecting appropriate research methods, materials, and techniques. The research design must be in accordance with the chosen approach. The use of techniques, methods, and instruments in research must also be in accordance with the research approach used. In the context of this research, the approach applied is a qualitative approach.

2.1. Data collection techniques

This study uses a qualitative descriptive approach with the aim of describing the problem being investigated. Data were obtained based on theories and facts found by the author during internships and fieldwork in certain workplaces. Data collection techniques used include observation, interviews, and documentation.

a. Observation

According to Nasution in Sugiyono (2020), observation is where direct observation will be carried out by researchers in order to understand the context of data in all social situations so that they can obtain a holistic (comprehensive) perspective. Observation in research is direct observation carried out by the author, both temporary observations and observations carried out during the internship.

According to Waruwu, M. (2024) Observation Observation is an activity of observing a particular object. The observation procedure uses formal observation tools. When conducting observations, researchers remain passive. Observations in research are direct observations made by the author, both temporary observations and observations made during the internship. This observation is very important for the author in writing this research because in this method a lot of data will be obtained because of the work that is usually done by the author when doing it at the internship location.

b. Interview

According to Esterberg in Sugiyono (2020), an interview is a meeting between two people with the aim of exchanging information and ideas through questions and answers, so that meaning can be contributed to a topic. This method is very important to use because by conducting interviews with sources, the author will get very accurate data from sources who are used to doing the job.

According to Rachmad, Y. E., et al. (2024) interviews are a technique often used to collect qualitative data in research that combines method approaches. Interviews are conducted based on the aim of obtaining data for the author from sources related to the hotel being studied. This method is very important to use because by conducting interviews with

sources, the author will obtain very accurate data from sources who are accustomed to doing the job. In this case, direct interviews have been conducted with Chef Didi and Chef Lukman.

c. Documentation

According to Gora (2019) Miles and Huberman explained that qualitative data analysis requires continuous, repetitive, and continuous efforts so that the data is considered complete. That qualitative data analysis can be done using data collection methods. This process involves grouping data into categories, detailed descriptions, data synthesis, pattern formation, and selecting relevant elements to study.

According to Iswandi Syahputra (2015) Documentation in qualitative research is a data collection technique that utilizes written documents, audio or video recordings, images, or other visual materials as sources of information. Documentation is also done by searching for information or references from scientific articles in scientific journals in the field of hospitality. Documentation is also no less important than other data collection methods because, the author's documentation will get accurate data because what is collected is real data including images, and evidence of interviews with chefs.

2.2. Data analysis techniques

According to Gora (2019), Miles and Huberman explained that qualitative data analysis requires continuous, repetitive, and continuous efforts so that the data is considered complete. That qualitative data analysis can be done using data collection methods.

According to Sugiyono (2020), data analysis is a systematic step in compiling and organizing data obtained from interviews, field notes, and documentation. This process involves grouping data into categories, detailed descriptions, data synthesis, pattern formation, and selecting relevant elements to study. The purpose of this stage is to draw conclusions that can be easily understood by researchers and other interested parties.

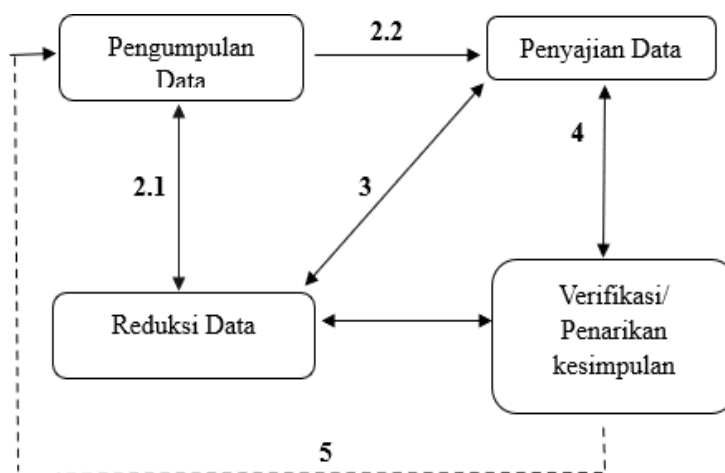


Figure 1. Data analysis techniques

a. Data reduction

The author when conducting interview observation activities sometimes gets a lot of information. In this case, data reduction is very necessary to make it easier for the author

but does not reduce the data. Data reduction is done by summarizing each word by the source.

b. Data presentation

Data presentation in qualitative research includes the process of collecting information involving conclusions and procedural instructions. This data can be presented in the form of diagrams, brief descriptions, and also shows the relationship between the elements analyzed.

c. Drawing conclusions

Conclusions are provisional and may change as more convincing evidence is found in subsequent data collection stages. Qualitative descriptive research aims to generate new knowledge that was previously unavailable, with a focus on in-depth understanding of the phenomenon being studied.

3. Results and Discussion

In this section, the author will review the formulation of the problem related to maintaining the consistency of food quality at Hotel Chanti Semarang. Data obtained through observation and interviews in the Food Beverage Product department will be used to discuss strategies for maintaining consistency at Hotel Chanti Semarang.

In addition, the understanding of food consistency according to the results of an interview with Chef Didi, said that:

“Food consistency is how we or the chef can maintain the quality of taste, texture, presentation, temperature, and level of doneness of the food until it is consumed by the guest.” (Didi, Executive Chef)

Increasing the consistency of food in restaurants and room service will increase guest satisfaction. Consistency requires a standard that contains a description of what a product is like so that it is called quality. Increasing consistency in food must consider several factors contained in the consistency of food. Based on this explanation, on this occasion the author made several efforts made by kitchen staff to improve food consistency, including:

a. Standard operational procedure (SOP)

To maintain a consistency of food in the restaurant and room service it is very necessary to use SOP standards. SOP has a very important role in creating consistency in every operational stage in a hotel, especially in restaurants and room service.

b. Standarization of recipes

Recipe standardization is one of the important things to ensure that the food produced has good quality and maintains good consistency. Things that need to be considered are recipe

standards that take into account the equipment available, the skills of the people in serving, and the budget.

c. **Staff training**

To achieve a consistency of taste and quality of food, then the staff has an important role that should not be forgotten. Moreover, the role of staff is a figure involved in the process of making food, in order to have the same taste and consistency, there is nothing wrong with holding training for staff.

d. **Use the first in first out (FIFO) method**

Which means that food ingredients that are received earlier in the warehouse must be used first. According to Rudianto (2014) FIFO refers to the concept that the goods that are first entered into inventory will also be the first to come out, so that the remaining goods at the end of the period are the last goods purchased or produced.

The following are actions that a cook can take to maintain the quality of food processing so that it can produce consistent food, including:

3.1. Choose good raw materials

In the food processing process, it is important to pay attention to several aspects, including the selection of raw materials. Quality raw materials are raw materials that meet the standards set by the company that uses them. This aims to produce quality dishes and reduce waste of materials. A chef in the food production process needs to take a series of steps, such as checking the supplier's cover letter, checking the specifications of the materials received (including type and weight), ensuring compliance with the order, checking the quality of the materials according to the initial agreement, and signing the acceptance letter. After verification, the food ingredients are stored in a warehouse or storage cabinet.

3.2. Pay attention to the raw material storage process

Paying attention to the raw material storage process is very important to maintain quality and avoid damage to food ingredients. The goal is to maintain optimal quality and extend the shelf life of food ingredients. Hotel Chanti Semarang, the food and beverage department has a special method in storing food ingredients, where food ingredients are immediately placed in the appropriate place after going through the inspection process.

3.3. Maintain hygiene and sanitation or cleanliness

By maintaining good cleanliness and sanitation, businesses in the food and beverage sector can play a role in improving the quality of food processing. At Hotel Chanti, cleanliness and sanitation efforts are carried out comprehensively, including in areas where food is processed, prepared, stored, and served. According to Hutaaruk, Y. R (2016) the terms sanitation and hygiene have similar goals, namely to ensure a healthy lifestyle to prevent disease. However, in its implementation, sanitation focuses more on efforts to improve the environmental conditions in which humans live, while hygiene emphasizes efforts to maintain individual cleanliness. The goals of food sanitation are as follows:

- 1) Ensure food safety and hygiene, thus preventing consumers from disease.
- 2) Prevent the sale of food that is detrimental to buyers.
- 3) Reduce food damage or waste.

3.4. Using cooking methods properly

Cooking methods play an important role in the food processing process, so they must be considered and carried out carefully.

3.5. Proper storage of equipment

Equipment storage has been carried out effectively, where the equipment used such as cutlery, chinaware, and silverware have been grouped properly. According to Noviaстuti (2021) The purpose of storing food ingredients is to ensure adequate availability of food and reduce losses caused by theft or spoilage. In addition, the use of appropriate cleaning materials has also been implemented to maintain the cleanliness of the equipment. In the cooking process, in addition to preparing food ingredients such as washing, peeling, ensuring ready-to-eat ingredients, cutting, and cooking according to the methods listed in the recipe, it is also important to consider the completeness and suitability of the equipment. The selection of this equipment is adjusted to each stage of preparation, including the selection of its type, its suitability for the task to be carried out, the raw materials used, the safety of its use, the impact on the cooking results, and its ability to handle the amount of food to be cooked.

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Requirements for selecting and determining kitchen equipment include:

- 1) Ease of cleaning after use.
- 2) Clarity in showing cleanliness after washing.
- 3) Hardness of the material and its inability to absorb food ingredients.
- 4) Resistance to rust or coated with anti-rust coating.
- 5) Strength of the material and its ability to conduct heat efficiently.
- 6) Color in food

Food color has a major impact on the perception of its quality. Therefore, at Hotel Chanti Semarang, special attention is given to ensuring that the color of the food is attractive so that it invites the appetite of guests. According to (Aprilia, 2016) color is a combination of

food ingredient colors that must be carefully arranged so that it does not look dull or unmatched.

7) Food appearance

The appearance of food when served is very important because it affects the first impression. Hotel Chanti Semarang prioritizes the freshness and cleanliness of the food served, realizing that it affects the appearance of the food that is appetizing. In addition, innovation in food presentation is also highly valued, with each chef expected to have creativity and innovation to avoid the impression of monotony, for example through the cutting of condiments or the use of various serving plates.

8) Taste of food

The taste of food is the main thing in the culinary experience. The quality of food is greatly influenced by its taste. Hotel Chanti Semarang every kitchen staff always uses special spices to create a taste that suits the characteristics of each food.

9) Food texture

Food texture plays an important role in determining its quality, because the sensation felt in the mouth is related to textures such as crispy, soft, smooth, chewy, hard, liquid, or solid. This texture depends on the type of food and how it is processed. The chef at Hotel Chanti Semarang pays close attention to the right processing process to achieve the desired texture. For a chef, even a cook, they will do their best to create a food so that it becomes quality food. A chef will definitely try their best so that there are no complaints. It is a chef's job to maintain the food served to guests so that it remains consistent and of high quality. Chef Didi said that: "*A chef in handling complaints must listen and ask what are the obstacles that make guests complain, then I and the cook will fix every food that is complained about by the guest. And maintain the quality and consistency of the food that will be applied to all chefs and even cooks involved in carrying out operations according to SOP standards.*" (Didi, Executive Chef).

3.6. Grouping and storage of food materials

To maintain the quality and condition of food, steps that can be taken include grouping and storing food ingredients carefully. Food that has been processed should be placed in a trolley specifically for ready-to-eat food and stored in a chiller. While other food ingredients can be arranged on the chiller rack, while meat, fish, and frozen food are stored in the freezer. When processing food, chefs must comply with established procedures and continue to improve food quality to ensure guest satisfaction. Things that affect food quality at Hotel Chanti Semarang are Good food quality is very important to ensure guest or consumer satisfaction. When the food served is satisfying, it becomes an added value for the hotel. Here are some factors that affect food quality at Hotel Chanti Semarang.

4. Conclusion

The last part of the final project taken by the author presents several conclusions and suggestions that can be taken. The author discusses "Efforts of the Food and Beverage Product Department in Maintaining Food Quality at the Restaurant and Room Service of the Chanti Semarang Hotel" which is very important in order to maintain the good name and sustainability of the hotel during operation. The following are conclusions that can be drawn from the results of the research that has been conducted by the author:

- 1) Regarding maintaining the consistency of food at the Chanti Semarang Hotel, it aims to maintain the taste of the food so that it remains the same when it reaches hotel guests in order to meet guest standards for the Chanti Semarang Hotel. In order to provide the best results for guest satisfaction regarding the quality of the food provided.
- 2) Regarding overcoming guest complaints about food at the Chanti Semarang Hotel, it aims to address a problem related to food at the Chanti Semarang Hotel wisely and professionally. In order to maintain guest satisfaction with the Chanti Semarang Hotel service to guests who stay.

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