

CHAPTER I

INTRODUCTION

1.1. Background of the Study

These days a lot of industries are available such as agriculture, transportation, hospitality, construction, etc. Hospitality industry is an industry that focuses on service such as accommodation, food & beverage etc. Hospitality is important since it could increase the number of tourists in a country which will give an advantageous effect toward the country. Hospitality industry in Indonesia is also an important industry because it is contributing to increasing the economy in Indonesia and contributing almost 5% of the GDP (Statista Research Department, 2021).

Since Hospitality is a good industry in Indonesia, there are a lot of other competitors that are aiming for the top to achieve the goal of their company. As Hotels and accommodations in Indonesia, there are many hotels with varied brands across Indonesia which means an obvious competitor. To strive in the business of full competitors, every hotel management is using a lot of unique ways and strategies to improve their hotels to achieve and earn customers.

Improving the Hotel especially by the employee is important since the employee's performance will affect the performance of the hotel as giving a better service is expected of every hotel since service is the first impression of

the hotels besides the hotel design. Employee of the hotel needs to be trained thoroughly to understand how is the hotel's standard operating procedure (SOP) to assure continuity of the hotel. Hence leadership is important to guide the employee to the desired performance to achieve the goal of the hotel.

Leadership according to Sutrisno (2016:218) is the process to direct and influence the activity that is related to the member of the group, which means in leadership it is important for a leader to show direction to their subordinates or group in order to reach the goal. According to Muhammad Burso (2018) leadership is a prose for a certain someone to influence the other individuals until the individual voluntarily carries out the certain activities in order to achieve the goals. According to P. Soebagio (2018) the definition of leadership is:

1. Getting things done by other people
2. Get somebody to move to achieve the work result
3. Leadership is influence

According to Bernardin and Russel in AN Lailin (2019) where training is every attempt that is used to improve the performance of every employee that is currently on a job. This means there will be changes in skills, attitude, knowledge, or how someone behaves. Training should involve the experience of learning rather than not and is customized to meet the needs. This also means that having training will improve the quality of the employee by

improving the attitude, knowledge, behavior, and skills. The training also needs to be memorable, and people will learn faster by having the experience such as doing it right away or not theoretically. The training also needs to be matched with the needs of the business to give the best result for the business. This means training is extremely useful and needed to ensure that the business will run smoothly, that's why training should be implemented for human resources to improve the quality of human resources.

Good attitude and skills are important since it is needed in a lot of business such as food and beverage service industries. According to Wahyuni (2018) service is a good feeling that is given to the customer that is accompanied by hospitality to fulfill the customer's needs. Giving a good service to the guest will make the guest happy and give a complimentary review of the restaurant or hotel. While a bad service will be bad for the restaurant, because when there is a long queue, and the guest is waiting for so long and gets angry. But when the guest enters the restaurant and is greeted with smile; excellent service is also delivered to the angry guest and it will be higher chance that the guest will be happy and not angry anymore. But vice versa will happen when the guest is angry and is served bad service, then the guest will be angry and even worse; the guest will give a negative review to the restaurant, and it will affect the reputation of the restaurant. To improve

the performance and the service of the trainee is to give a good training and lead by a good leader to show the leadership.

Hotels can give training to the employees, but the hotel also needs to cut costs to earn more profit. One of the ways to cut cost is to have trainees that are contributing to help the hotel for the sake of studies. Trainees are quite common in hotels because permanent workers cost more than trainees, the trainees usually contribute to the hotel to earn marks from school or university and to gain experience. Salary usually did not provide for trainees, which is profitable for the hotel. But trainee will need a lot of training and good leadership; without good leadership and training beforehand, the trainee might do something that harms the reputation of the hotel especially the trainees from food & beverage because the trainee will meet the guest directly.

In this research, the researcher will be using one of the Hotel in Medan Indonesia as the object of research, the observation that is done by the researcher shows that Cambridge Hotel Medan is facing issues about the food and beverage service employee performance. Where Cambridge Hotel Medan is located at S. Parman street with the number 217, Kota Medan and is in North Sumatera in Indonesia. Cambridge Hotel Medan used to be known as The Grand Swiss-bell, Cambridge Hotel is a five-star hotel in Medan that is known for its restaurant that is located on the Top floor and 26th floor. The

researcher did a observation by looking through the internet for the reviews of the Hotel, especially for the staff and gather the information and then compiled it into a table.

Below are the data gathered from the internet:

Table 1.1 Customer review of the trainee

Customer review about the Trainee
<ul style="list-style-type: none"> • Quality of service is not satisfactory (October 2017, April 2019, January 2019) • Trainee is not confident (June 2021) • The trainee gathers at 1 point to have conversation as result the guest is abandoned (June 2021) • Trainee is not attentive (January 2019, June 2021) • Health protocol is not applied every time (June 2021)

Source: Google Reviews (2022)

As collected by the researcher, there is customer that complains about the service and the employee performance due to unfriendly staffs, arrogant, and so on. Because of that, Hotel Cambridge Medan should consider the performance of the employee, especially in the food and beverage service department. If these keep going on reputation of the five-star Cambridge Hotel Medan will be at risk and it will not give a good impression to a new candidate of guest because the review can be seen directly on the internet. There is also another factor that may cause bad effect on Cambridge which is another competitor. Since Cambridge is not the only five-star hotel in Medan,

then if Cambridge did not improve the employee performance, then Cambridge might experience the reduced income.

Based on the phenomenon above, the researcher wanted to research if leadership and training will cause any effects toward the employee performance. Hence, the title of this research will be **“THE EFFECT OF LEADERSHIP AND TRAINING PROGRAM TOWARDS THE FOOD AND BEVERAGE TRAINEE PERFORMANCE IN CAMBRIDGE HOTEL MEDAN”**

1.2 Problem Limitation

The problem limitation that is determined by the writer in order to focus on the research is also the limited sources which are Leadership and Training program is the independent variable and trainee performance which is the dependent variable. The research object is limited by the writer, which will only take place at Cambridge Hotel Medan where the object research will be focused on the trainee performance.

1.3 Problem Formulation

The aim of this research is to test “The Effect of Leadership and Training Program Towards the Food and Beverage Service Trainee Performance in Cambridge Hotel Medan”, the problem formulation will be as below:

1. How is the leadership in Cambridge Hotel Medan?

2. What is the training program in Cambridge Hotel Medan?
3. How is the food and beverage service trainee performance in Cambridge Hotel Medan?
4. Does Leadership have partial effect on food and beverage trainee performance in Cambridge Hotel Medan?
5. Does Training program have partial effect on food and beverage trainee performance in Cambridge Hotel Medan?
6. Does Leadership and Training program have simultaneous effects on food and beverage trainee performance in Cambridge Hotel Medan?

1.4 Objective of Research

The purpose of this study:

- 1) Understanding the leadership of Cambridge Hotel Medan.
- 2) To know what kind of training programs are given to the trainee.
- 3) To Identify the trainee's performance.
- 4) To perceive if the leadership program has partial effects towards the trainee.
- 5) To understand if the training program has a partial effect towards the trainee.
- 6) To know if the leadership and training program have simultaneously affected towards the trainee.

1.5 Benefit of the Research

There are two types of research benefit which are:

1. Theoretical Benefit

This study will be anticipated to give the future researcher a better understanding of how will leadership and training program affect the trainee's performance

2. Practical Benefit

1. For Cambridge Hotel Medan

Giving information about the effect of leadership and training program towards the food and beverage trainee will be expected of this research. The company will know the importance of leadership and training program for their trainees to ensure a satisfactory performance of the company.

2. For Future Researcher

This research is expected to be helping the future researcher as a reference in knowing the effect of leadership and training program towards the trainees.