

CHAPTER I

INTRODUCTION

1.1 Background of The Study

As we know today, Hospitality Industry is one of the industries that will never disappear from time to time. Especially with the development of the era right now, Hospitality Industry becomes one of the businesses with great potential in improving the economy in Indonesia. As we can see by the number of hotels has been built in Indonesia nowadays.

Hospitality Industry is one of the industries that has a board category of fields and activities related to hospitality, service and entertainment for guests. This industry business has related to the provision of accommodation in lodging, food and beverages. This industry also connected to the form of service intended for the community, both who use lodging facilities or who merely use certain services or production from the hotel

Hotel is one of the public homestay facilities for guests by providing them room service, food and beverages, and also providing accommodation with payment conditions (Lawson, 1976). Hotel also can be a place for guest and hotel's employee on building a good relationship because of the service provided to guests as a gesture to make the guest feel comfortable to stay in that hotel and from the employees' service that they give, it will attract the guest to coming back to stay to that hotel.

Like the chain hotel, Chain hotel means the chain or network can be interpreted as a hotel group that has many properties in various places, so that it can create a network, where the Brand, product quality and service, and the system is made uniform. Thus from one hotel to another can maximize sales by using joint promotions and optimizing guests

Hotel chains always provide support for reservations, extensive marketing and advertising campaigns, guest loyalty programs, quality brand or insurance standards, consulting support and convenience of lenders. As we know there are also a lot of chain hotel in Indonesia, likes example Accor, Four Seasons, Hilton Hotels, Holiday Inn, JW Marriott Luxury Hotels, Mandarin Oriental, Santika Indonesia Hotels & Resorts, and etc.

It can be concluded that, good company's performance can work well because there have a good management that manages it. Human Resources Department is one of the department in every company that directly manage the human resources in it. Like hotels can provide a good service because of the Human Resources that arrange and also provide learning to the employees to give a good service as possible.

Human Resources usually take care of employee in it. Taking care of how their employee development their works, taking care of something that related to employees' salaries, taking care of employees' health like BPJS and also taking care of employees' attendance.

Topotels Hotels & Resorts became one of my research project. Topotels Hotels & Resorts is one of the hotel management that has been established since

2012 and has built 25 hotels in Indonesia, Malaysia and Myanmar. Topotels Hotels & Resorts have targeting to operate 60 hotels in the year of 2025 with comfortable and budget – friendly hotel and become one of the most choices for traveler in terms of accommodation.

In this topic, the researcher will more focus on the Standard Operating Procedure of Topotels Hotels & Resorts Jakarta. How Topotels management in producing and delivering the SOP, how Topotels management give training to their employees about hotels SOP and how Topotels management in maintaining the quality of each Topotels units. That's why the researcher is decided to do research with the title "Explorative Study of Standard Operating Procedure at Topotel Hotels & Resorts Jakarta"

The reason researcher choosing Topotels Hotels & Resorts as the research object because Topotels Hotels & Resorts is one of the best leading hotel management company in Indonesia with Topotels achievements and rewards are Indonesia Travel & Tourism Awards, Bali Tourism Awards, Rekor Muri and World Luxury Hotel Awards Winner.

The novelty of researchers' research that is different from previous research is this research emphasizes the good influence of the existence of standard operating procedures to employees. The result showed the good way of employees in following the company rules.

1.2 Problem Formulation

In this case, the analysis will be about how they can train their Hotel's employee with the Standard operating procedure at Topotels Hotels & Resorts and also as my research places and from this research the following question will be answered:

1. How Human Resources of Topotels Hotels & Resorts management give an education to their employee in terms of service standard in all properties?
2. How Topotels Hotels & Resorts management maintain quality assurance of Standard operating procedure deliverance?
3. How Topotels hotels & resorts management produce and deliver SOP for all their properties?

1.3 Research Focus

Considering it, the research focuses on the standard of the hotel operation, the research is more focuses in the hotel's management at Topotels Hotels & Resorts. The data cover the term of how SOPs can be run smoothly at the hotel and how they training their employees with the SOPs that has been given.

1.4 Research Objectives

Based on the formulation of the problem, the research objectives are as follows:

1. To understand how Topotels hotels & resorts management produce and deliver SOP for all their properties.

2. To know Human Resources of Topotels Hotels & Resorts management way of giving education to their employee in terms of service standard in all properties.
3. To see deliverance of Topotels Hotels & Resorts management in maintaining quality assurance of Standard operating procedure.

1.5 Benefit of The Research

By this research, the researcher expecting can have the benefit from the research both from theory or practical.

1.5.1 Theoretical Benefit

When we talked about theoretical benefit, hopefully that from this study research, can gain new knowledge about how the management of local hotel chain in handling SOP. By this research also, hoping that it will enrich the knowledge especially in world of hospitality for other researcher.

1.5.2 Practical Benefit

The practical benefits expected from this research are as follows:

1. From this study research, the researcher hopes that can help the researcher to research more about the Standard operating procedure.
2. From this research, the researcher hopes that can imitate the way the company is in carrying out the standard operating procedure.