

CHAPTER I

PREFACE

1.1 Background

Covid-19 has made some hotel closed and decreased the tourist to visiting Indonesia, with the industry has IDR 100 Trillion of loss and firing the 78,5% of hotel labor in 2020, so that government with hotel and restaurant association designing three steps of restitution plan which are emergency response, rehabilitation, and normalization. Hotel industry adapted with the implementation of decreasing the human touch-services, outdoor-dining, and virtual-touring. The strategy of restitution including digitalization, making the hotel safe for working space and still increasing guest experiences with minimal human touch-services. The MICE (Meeting, Incentives, Conferention, and Exhibition) has become an important area for restitution that focuses on health and hygiene quality in hotel services. By the recovery of adaptive, innovative, and collaborative strategies in the Indonesian hotel industry, service quality needs to be flexible and compatible with the goals of restitution to increase the performance of the industry in the future (Khairune Nisa, 2024).

The hotel industry needs to face a challenge in gaining new customers and maintaining loyal customers, especially after Covid-19 by making service quality management. For service quality strategy, the organizational citizenship behavior becomes one of the strategies of service quality enhancement by hotels to engage customers to have customer satisfaction and retention. This strategy can helps by utilize the authenticity of employee's kind behavior to serve the customers so that customers satisfied and retain their consumption to come back to the same service again (Ratnayaka et al., 2020).

The practice of human resources management becomes crucial for enhancing the service quality of the hotel industry, as it becomes dependent on employee satisfaction and behavior by their correlation. By satisfactory behavior, employees can work effectively and efficiently to reach the hotel's goals and targets. The example of human resources management practices are training, compensation, and

career development so that the employees performances significantly increase and can enhance the guest satisfaction. The service quality of employees as to mention it depends on their human resources policies and strategies that applied in the hotel itself. If the human resources management implied positively, the service quality will becomes as positive as the management and increased the business success in the hotels (Mohammed Abu Hussein et al., 2023).

Service quality can be synergized with corporate social responsibility and brand attitude by their correlation, by their same goals especially in positivity. While corporate social responsibilities become the hotels ethic commitment to create good impact to the customers loyalty, brand attitude becomes their review on guests positive impact to their hotel's good experience so that guests may intend to re-visit and maintain the engagement of the hotel and guests. If service quality has same goals in positive impact as corporate social responsibility and brand attitude, this same goals pattern may sustain the hotel industry economically (Simarmata & Utomo, 2022).

Service quality, as mentioned before, needs ethical leadership as a foundation of an accountable and integrity culture to enhance the employee's trust and commitment in high standards of service quality, since it aligns to the positive work culture. National culture in hotels may have an impactful effect on employee's attitude and behavior, so that it becomes the shape of their commitment to the service quality by its value, norm, and hopes in the hotel. As the alignment of ethical leadership and national culture, it becomes the foundation of hotel's strategy to empower employee in positive impact of service quality and competitive enhancement in the industry (Dimitriou, 2022).

In the competitiveness of the hotel industry, there are some service quality subjects that need to be considered especially for the Food and Beverage sectors, such as ingredients selection, food storing and processing, and processing variation. By the selection of ingredients, it needs to be fresh and qualified for consumption. After that, the food storing and processing needs to fulfill the Hazard Analysis and Critical Control Point indicators, in storing food below 5°C to freeze the

microorganism and cooking at least 63°C to kill the microorganism. The kind of processing may vary to increase the guest experience of flavor enhancement in the food serving, such as peking duck process, gelato spinning machine making, fresh live seafood that is freshly caught from the aquarium. The experience of food and beverage production needs to be innovative and evolving day by day to increase the service quality of food and beverage sectors in hotel industry.

1.2 Internship Aims and Objectives

The purpose and objectives of a hotel operation study program internship are to provide the writer as a student with practical experience in the hospitality industry, so that the writer can apply the knowledge and skills acquired during her studies in university. The internship is done in a company chosen by the intern student, and the specific goal is to enhance the knowledge and skills in the real life hotel industry. By this internship program, it is required that the writer needs to able in:

a. Practical hotel operation

The writer gains new practical experience in real hotel industry experience. As to mention, the knowledge, skills, and understanding of hotel industry operation may be applicable or become increased by this real hotel industry operation internship.

b. Skills development

Skills may be enhanced in the real hotel industry in this internship program, not only hard skills but also soft skills. Hard skills will be developed since the student works in operation more frequently than in college, while soft skills such as communication, teamwork, and problem solving can be learnt by doing it in the industry.

c. Professional networking

This internship program becomes the opportunity to interact with the hotel industry's professionals so that it can help to build network contacts

in the hotel industry's career. If this network grows positively, it may become a good career opportunity.

d. Confidence development

By finishing tasks in the internship work list, the student becomes more confident and ready to face the challenge of the hotel industry's working area, especially if the student has gained practical hotel operation, skills development, and professional networking as mentioned before.

1.3 Time and Procedure of Internship

To apply for an internship in the 5th semester, as a student the writer needs to reach the passing grade of the subject based on the division related to the interest of the student for the internship. Since the interest of the writer is Pastry and Bakery Product division and have passing the grade, the writer choose Pastry and Bakery Product division for internship by the steps bellow:

1. Internship Application: Before application for internship, the writer needs to make a curriculum vitae and cover letter based on the hotel chosen. Following, the lecturer that handles the internship program in Hotel Operation Universitas Multimedia Nusantara will require the student to gather the students information for internship application in a Drive. As one of the requirements, the student needs to propose the recommendation letter to the Pastry and Bakery subject lecturer and to the Study Program administration. After that, the writer applied for an internship at Hotel Tentrem Yogyakarta on 22nd April, 2024.
2. Interview: After the application is received by Hotel Tentrem Yogyakarta, the writer has received the interview schedule by the HRD on 24th April 2024 and has the interview by HRD on 25th April 2024 at 10.00 AM. After that the second interview schedule is scheduled on 7th May 2024 with the user related to the Food and Beverage Product division at 02.00 PM.

3. Acceptance: After the user interview on 7th May 2024, the writer was accepted by Hotel Tentrem Yogyakarta on the same day at 05.00 PM. The Acceptance Letter is given to the writer on 28th May 2024 for the period of internship on 10th July, 2024 – 9th January, 2025.
4. Document preparation for the following step of internship: For orientation in the hotel, the writer needs to prepare medical check up results, photocopy of identity card and family card, pas photo 3x4, photocopy of BPJS, and SKCK.
5. Orientation of On the Job Training for trainees: The writer participated in the On the Job Training batch July – January in 10th – 12th July 2024. After the Trainee Orientation, the writer does the internship in the operational in Food and Beverage Product department.