

BALI-BALIKU BEACH FRONT LUXURY VILLAS' RECEPTIONIST UNDERSTANDING OF STANDARD OPERATING PROCEDURES

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ABSTRACT

This paper aims to find out how much receptionist staff understand standard operating procedure (SOP) in Bali-Baliku Beach Front Luxury Villas. This paper was made because of the interest of the writer about the changes that occurred after the implementation of standard operating procedure (SOP) in Bali-Baliku Beach Front Luxury Villas considering that the standard operational procedure is an important thing in a company as a document or tool to achieve company goals. This research uses descriptive qualitative research method. Methods of data collection in this study are interviews, observations, questionnaires, and literature study. The results of this study indicate that: 1) All employees of the receptionist have done their duties and responsibilities in implementing standard operating procedures (SOP) very well and correctly, in accordance with the direction of the front office superiors in Bali Baliku Beach Front Luxury Villas. 2) All employees of the receptionist have a good understanding of the definition of operational standard procedures and can define them. 3) All receptionist employees have understood and implemented the stages in serving the guests such as the stages of serving the guest check-in, serving the check-out guest, informing the porter service, posting guest payments, doing print out registration cards, scanning guest id, settle cash payment, and settle payment by credit card properly and in accordance with SOP applicable in receptionist section.

Keywords: understanding, receptionist, standard operating procedure.

INTRODUCTION

Bali is one of the largest foreign exchange island countries in Indonesia due to its superiority in the tourism sector. The main reason Bali Island the reason Bali excels in tourism because Bali has a lot of uniqueness that is rarely to found on another places. The Uniqueness is in the form of natural beauty, culture, and hospitality of the population that causes the Bali Island is difficult to be forgotten by tourists who have ever visited. Along with the progress on the Bali Island, progress in the development is also increasing rapidly. Foreign investors and domestic investors are trying to become the best service providers in various ways. One of the facilities and accommodation arranged by the domestic investor is Bali-Baliku Beach Front Luxury Villas. Bali-Baliku Beach Front Luxury

Villas is managed by PT Jimbaran Bali Beach, where the villa is built on an area of 600 M². Bali-Baliku Beach Front Luxury Villas development goal is to provide a comfortable holiday for tourists with the concept of private pool villas.

To be a comfortable accommodation for guests, all departments in Bali-baliku Beach Front Luxury Villas such as Attendant Room, Pool Attendant, Garden Staff, Home Office, Accounting, Sales & Marketing, HRD, and Security should work together for the sake of comfortable feelings of guests. One of the departments responsible for the convenience of guests is the front office department, where the front office department is the first place where the guests can give the impression of Bali-baliku Beach Front Luxury Villas. The first introduction will affect the next impression of Bali-Baliku Beach Front Luxury Villas.

Villa management like villa manager is also important in the preparation of rules and operational standards for the creation of effective and efficient products. Therefore the role of operational standards in Bali-Baliku Beach Front Luxury Villas for the performance of employee receptionists always consistent and not deviated from the stages that have been determined by management. According to Mr. I Gede Dedi Wirawan as Villa Manager in Bali-Baliku Beach Front Luxury Villas, he is a standard operational procedure maker (SOP) currently available in Bali Baliku Beach Front Luxury Villas. He made standard operating procedure (SOP) because previously Bali-Baliku Beach Front Luxury Villas did not have any SOP at all, work performed by employees only based on employee work experience.

Currently Bali Baliku Beach Front Luxury Villas in particular the receptionist already has a highly structured SOP, allowing you to achieve goals with the desire of management and have a direction to achieve corporate goals. Therefore, the author wants to know what is produced by the company's performance in Bali-Baliku Beach Front Luxury Villas.

THEORETICAL FRAMEWORK

Receptionist is a hotel clerk in charge of serving guests who check-in then processing it until the guests get the room they want (Endar Sugiarto: 2004). Receptionist is the person who first welcomes and accepts guests at the hotel, checks incoming and

outgoing guests, keeps records by hand or computer, register them and finds rooms that will be occupied and provides various information related to facilities inside or outside the hotel (J. Martin, 1991: 45)

Standard Operating Procedures or abbreviated SOP are documents relating to chronologically executed procedures that accomplish a job with the objective of obtaining the most effective employment of workers at the lowest possible costs. SOP often consist of benefits, when created or revised, method of writing procedures and also accompanied by a flowchart chart at the end (Laksmi, 2008: 52)

RESEARCH METHODS

This research was conducted in Bali-Baliku Beach Front Luxury Villas at Front Office Department especially in receptionist section conducted for 4 months starting on January 2, 2018 until May 2, 2018. The object used in this research is the performance of employee receptionist who working in Bali-Baliku Beach Front Luxury Villas with factors that influence the SOP (Standard Operational Procedure).

The sampling technique used in this research is purposive sampling technique. The researchers chose this technique because the researcher will determine the sample to be given a question based on the ability to answer from samples already known by previous by researchers.

First, the researcher will give some questions to the receptionist staff in Bali-Baliku Beach Front Luxury Villas as much as 3 people from total employees amounting to 6 people, then will match it with questionnaire about SOP implementation. After conducting the interview, the researcher will bring the interview and assessment data to the 2 of front office leaders to verify the truth and the suitability of the data already possessed by the front office leaders in Bali-Baliku Beach Front Luxury Villas. Verification aims to get the data obtained by researchers is true and worthy to be studied.

Methods of data collection in this study were interviews, observation, documentation study, literature study, questionnaires, and data analysis techniques using qualitative descriptive analysis techniques.

RESULTS AND DISSCUSSION

Based on the research conducted, the researcher stated that the receeptionist employees have understood the standard operational procedures (SOP) in Bali Baliku Beach Front Luxury Villas. The SOP has been applied everyday on a basic consistent. The results of observations, interviews and questionnaires indicate that SOP have been socialized, understood and implemented as guidelines for doing work in Bali-Baliku Beach Front Luxury Villas.

Based on the results of interviews with 2 front office supervisors, it was found that all receptionist employees had followed, understood and implemented SOP as well, starting from SOP check-in and check-out to SOP on payment already done very well in accordance with the steps that have been set by the company.

Researchers also conducted interviews with 3 resource persons who are the receptionist staffs. After the researchers conducted the interview, the researcher found the fact that the receptionist employees understood the SOP as well. The facts are supported by the success of resource persons to define the SOP and mention the SOP in the receptonist section correctly and correctly in accordance with the SOP in the receptionist section.

In addition to conducting interviews, researchers also conducted observations and dissemination of questionnaires on the understanding and implementation of SOPs conducted by employee receptionist. The following is the result of the questionnaire distribution and in it there is a value of the average value of understanding and implementation of SOP.

Table 1.

Indicators	References					
	1	2	3	4	5	6
Average sop check-in	6	6	6	6	5	5.43
Average sop check out	6	5.2	5.8	5.2	5.5	5.8
Average sop porter service	6	5	6	5	5	5
Average sop posting	6	6	6	6	6	6
Average sop print out registration card	5	5	6	5	3	5

Average sop scanning guest id	5	5	6	6	3	5
Average sop settle cash payment	6	6	6	6	6	6
Average sop settle credit card payment	6	5.6	6	6	6	6

Scores Guidance: (6=Very Good), (5=Good), (4=Quiet Good), (3=Enough), (2=Poor), dan (1=Very Poor).

From the table 1 can be seen that the average value of understanding and implementation of SOP is very high. The average value of SOP Check-In has a score above 5, so the understanding of SOP on guest handling at check-in is very high and the implementation is in accordance with the SOP imposed by the company.

Based on the second data, it can be seen that the average SOP value of guest handling at check-out is always above 5, so the understanding of SOP on handling check-out guest is very high, has a good score and its implementation in accordance with existing SOP.

Based on the third data, it can be seen that the average value of SOP about the porter service information delivery is always above 5, so the understanding of SOP on the delivery of information of the porter service to guests is very high, has a good score and the implementation is in accordance with the existing SOP in the company.

Based on the fourth data, it can be seen that the average value of SOPs about the stages of posting guest payment data is always above 5, so the understanding of SOP on the stage of posting data payment of guests is very high, have a good score and implementation in accordance with the existing SOP.

Based on the fifth data, it can be seen that the average value of SOP on the steps to print out registration card is always above 5, so the understanding of SOP on the steps to print out registration card is very high, has a good score and its implementation in accordance with the SOP there is.

Based on the sixth data, it can be seen that the average value of SOPs about the steps of scanning guest ID is always above 5, so the understanding of SOP on the steps is very high, has a good score and the implementation in accordance with the existing SOP.

Based on the seventh data, it can be seen that the value obtained about the settle cash payment procedure is in the average score above 5, so the employee understanding

about the procedure of settle cash payment is very high, has a good score and of course the implementation is in accordance with the existing SOP in the receptionist section.

Based on the eighth data, it can be seen from table 1 that the value obtained about the stettle payment by credit card procedure is on average score above 5, so the understanding of the receptionist employees about the procedure of settle payment by credit card is very high, has a good score and the implementation is in accordance with the SOP in the receptionist section.

CONCLUSIONS AND SUGGESTIONS

From the results of the discussion on the receptionist's understanding of SOP in Bali-Baliku Beach Front Luxury Villas, it can be concluded that all employees of receptionist have done their duty and responsibility in implementing standard operating procedure (SOP) very well and correctly, according to front office supervisor's direction in Bali-baliku Beach Front Luxury Villas. All employees of the receptionist have a good understanding of the definitions of standard operating procedures and can define them. All employees of the receptionist have understood and carried out the stages in serving the guests such as the stages of serving the guest check-in, serving the check-out guest, informing the porter service, posting guest payments, printing out registration cards, scanning guest id, settle cash payment, and settle payment by credit card properly and in accordance with SOP applicable in receptionist section.

Based on the results of the above research, that all employees of the receptionist have a good understanding of the standard operational procedures in Bali-Baliku Beach Front Luxury Villas, then the advice can be given to the company is to continue to improve training and employee understanding of SOP so that future understanding of receptionist staffs to SOP is increasing and employee performance becomes more effective in achieving company goals.

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