


Implementation of Taking Order Procedures by Waiters in the Back Kitchen of the Restaurant at the Grand Ion Delemen Genting Highland Hotel, Malaysia

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Article Info	ABSTRACT
Keywords: Waitress Taking Orders Service	<p>Order taking refers to the process of receiving and recording guest orders—specifically food and beverages—which are then forwarded to the appropriate departments, such as the kitchen, bar, and pastry section. The aim of this research is to examine the implementation of order taking procedures, evaluate the food serving techniques provided to guests, and assess guest satisfaction with the order taking service at the Return Kitchen Restaurant, Grand Ion Delemen Hotel, Malaysia.</p> <p>This final assignment utilizes a qualitative descriptive method, with data collected through field observations and interviews, supported by theoretical frameworks obtained during lectures.</p> <p>The findings reveal that the current service procedures are not in full compliance with established standards, leading to frequent errors. A lack of menu knowledge among staff contributes to improper serving techniques. Additionally, the lack of attentiveness to guest needs negatively impacts guest satisfaction.</p> <p>In conclusion, although order taking procedures are being implemented, they are not aligned with the standard operating procedures (SOPs), largely due to staff shortages. Inadequate understanding of the menu results in poor serving practices, and insufficient sensitivity from waiters towards guest expectations further reduces the quality of service.</p>
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INTRODUCTION

Tourism is an industry that has an important role in increasing the country's foreign exchange. This is proven in print, online, radio and television media which always expose the world of tourism. Therefore, sciences related to tourism influence various aspects: including culture, economics, political law, marketing, service psychology, agro, and community services. With this tourism science, the author wants to study things related to this science: namely about hotels. Tourism is synonymous with hospitality, because tourists need accommodation to fulfill tourism activities.

Hotel accommodation is a means of lodging in the form of a hotel and has standards of appearance and operation in accordance with the performance of modern hotel accommodation. Accommodation is also a means of fulfilling human needs, namely food and drink, recreation, meetings, parties, and others. Hotels have various departments, one of which is the food and beverage service department.

This department is a revenue generator after the front office department. In the hotel Food & Beverage Service department, the role of an order taker in handling guest orders in the restaurant is very important. The officer who takes orders is called an order taker.

Taking orders can be interpreted as receiving and recording guest orders, in this case food and drinks, which will then be forwarded to the relevant departments, including: kitchen, bar and pastry. Taking orders is part of service, usually done in room service, restaurants, bars and banquets. An order taker is required to master the techniques of selling food and drinks, master foreign languages and be thorough in mastering the techniques in writing the order, and have a good memory. An order taker must make preparations before taking orders so that he can receive orders and record accurate information regarding all food and drinks that are available and listed on the menu list, in order to increase sales, income and profits in a hotel.

The operational activities of an order taker in handling guest orders in a restaurant are not only required to have a good appearance but also have a behavioral attitude, knowledge of foreign languages such as English, as well as good service quality in handling guest orders and applying guest service techniques at the returning kitchen restaurant. Grand Ion Hotel Delemen Genting Highland Malaysia, so that guests receive comfort and satisfaction.

Guest satisfaction is very important, all departments in the hotel provide the best service for visiting guests. To increase the comfort of guests who come to the hotel, especially to the restaurant, the hotel collaborates with the Food and Beverage department which is responsible for the production of serving and selling food at the hotel. The restaurant is usually used by guests to relax while enjoying dishes from the restaurant itself. Therefore, the author is interested in choosing a title related to the service system provided by order takers in the restaurant.

METHODS

Types of research

The analysis used in this research is descriptive qualitative. namely explaining the data obtained through observation during field research and applying the theory obtained from lectures.

Time and Location of Research

Research time

The research time that the author conducted was in the food and beverage service department at the Grand Ion Delemen Hotel, starting from February 11 2020 to August 11 2020.

Research sites

The author conducted research in the food and beverage service department at the Grand Ion Delemen Hotel, located at Jalan Ion Delemen 1, Genting Highland, 69000 Pahang Darul Makmur, Malaysia.

Population and Sample

Population

According to Sugiyono (2017:80), "population is a generalized area consisting of; objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions." So population is not only people, but also objects and other natural objects. Population is also not just the number of objects/subjects being studied but also includes all the characteristics or traits possessed by the object/subject. The population in this study was the number of waiters and waiters as many as 22 people and the number of guests who visited during the 3 months from February 2020 to May 2020 as many as 4,825 people

Sample

According to Sugiyono (2017: 81), "a sample is part of the number and characteristics of the population". if the population is large, and researchers cannot possibly study everything in the population, for example due to limited funds, energy and time. So researchers can use samples taken from that population.

And then, what is learned from the sample will result in conclusions that will later be applied to the population. Therefore, the sample obtained from the population must be truly representative (representative), while the sample size of waiters is 13 people (taken from waiters who are active at the return kitchen restaurant. And the sample of 98 guests is obtained from the results of calculations using the Slovin formula (Sugiyono , 2011:37) which can be seen on the next page so that the total sample is 111 people.

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n = sample

N = population = 4,825 guests

e = error tolerance limit = 0.1

So in this research, the sample calculation is:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{4,825}{1 + .4.825(0.1)^2}$$

$$n = \frac{4,825}{1 + 48.25}$$

$$n = \frac{4,825}{49.25}$$

$$n = 98$$

So the sample size was 98 respondents (guests).

Data collection technique

1. The data collection techniques applied by the author while conducting research are as follows:
2. Questionnaire
3. Observation
4. Interview
5. Literature Study

Data analysis

1. Data Type
The type of data used in this research is qualitative data, namely, in the form of direct field surveys, carrying out various analyzes and comparisons with the reality that occurs in the field.
2. Data source
The data sources used in this research are as follows:
 - a. Primary data is data sources collected and processed by an organization or individual directly from the object
 - b. Secondary data is research data sources that are obtained in ready-made form, have been collected and processed by other parties, usually in the form of publications.

RESULTS AND DISCUSSION

Implementation of Taking Order Procedures by Waiters in the Restaurant Kitchen

Receiving an order is the first indicator in this research regarding taking orders, what is the attitude of a waiter when receiving an order, and what must be done will be explained in this point in accordance with standard operating procedures (SOP), the following is the procedure for carrying out orders in the Restaurant Again Kitchen:

1. While carrying the captain's order book and stationery, approach the left side of the guest, smile and greet.

2. If there are more than 2 guests, ask first whether the order is made by each guest or one guest acting as host, who chooses orders for all guests.
3. Provide suggestions for food and drinks that best suit guests' tastes.
4. Write their orders clearly and systematically to make it easier for the kitchen and bar to serve orders according to the instructions written in the captain order book.
5. For more than two guests, mark one of the guests with a code number as a reference, for example number 1, then the guest next to him number 2, and so on clockwise. This is necessary to make it easier to serve food and drinks according to the order by looking at the serial number code without having to ask the guest who ordered it
6. When writing guest orders in the captain order book, use terms or abbreviations that are commonly used and understood by both the kitchen, bar and waiters.
7. Make repeat orders to avoid mistakes in guest orders before they are processed.
8. Ask whether the bill will be made together for all orders or separately for each guest.

Knowledge and discipline in how to write guest orders greatly influences the presentation of food and drinks. If there is even the slightest error in writing a guest's order, it is certain that there will be complaints from guests because it is not in accordance with the guest's order and the role of an order taker is very important in determining the quality of the restaurant.

To find out the results of the analysis of the implementation of procedures, the author gave several lists of questions to restaurant waiters, which were processed into table form as follows:

Table 1.How to Execute Taking Orders

No.	Answer	Amount	Percentage
1.	Held	7	53.85 %
	Not implemented	6	46.15%
	Total	n =13	100%

Source: Processed Interview Results (2020)

In carrying out order taking, 7 people (53.85%) carried out the order taking procedure, and 6 people (46.15%) stated that they did not carry out the order taking procedure.

Table 2.How to Overcome an Insufficient Number of Waiters During the High Season

No.	Answer	Amount	Percentage
2.	Add part-time workers	10	76.92 %
	Increase waiters' working hours	3	23.08%
	Total	n =13	100%

Source: Processed interview results (2020)

If there are fewer waiters during the high season, 10 people (76.92%) said they would add part-time workers, and 3 people (23.08%) said they would increase the waiters' working hours.

Food Serving Techniques Given to Guests in the Back Kitchen of the Restaurant at the Grand Ion Delemen Hotel, Malaysia

Back to the Restaurant Kitchen the food serving techniques are as follows:

1. Check food and drinks before they arrive at the guest's table.
2. Approach the guest from the guest's right.
3. Say excuse me when putting down food/drinks.
4. Mention the name of the menu. for example; "special fried rice".
5. Place the food/drink slowly, try not to make a sound when placing it on the guest's table.

6. If all the menus have been served, ask if there are other menus that you want to order again?
7. Say thank you when you leave the guest table

When serving guests' food, the waiter does not understand the menu so that errors occur in serving the guest's food, for example guest A orders french fries where the waiter has to prepare the sauce to accompany it without the guest asking. Mistakes like this can occur because a waiter lacks preparation, such as preparing a captain's order to record all guest orders to avoid errors in serving food.

Guest Satisfaction with the Implementation of Taking Order Services in the Restaurant Kitchen

According to Kotler (2006: 177), "customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance (results)". Satisfaction is influenced by the comparison of perceived service with expected service, and as a customer's short-term emotional reaction to certain services.

As the author knows, guest satisfaction can be seen from the emotional state of a guest. The author witnessed a guest being angry with a waiter because the waiter was not sensitive to the guest, where the waiter was talking to another waiter, so he did not notice the guest was calling and needed something. To determine guest satisfaction, the author gave a questionnaire regarding the sensitivity of a waiter given to guests which was processed into table 5.3 on the next page.

Table 3. Guest Satisfaction Response Regarding the Waiter's sense of sensitivity towards guests at the Lagi Kitchen Restaurant

No.	Answer	Amount	Percentage
1.	Satisfied	45	45.92%
	Not satisfied	53	54.08%
	Total	n = 98	100%

Source: Processed Questionnaire Results (2020)

Based on the explanation above, it can be concluded that as many as 45 (45.92%) guests were satisfied with the waiter's sense of sensitivity towards guests in the restaurant and as many as 53 (54.08%) guests were dissatisfied with the waiter's sensitivity towards guests at the return kitchen restaurant. . Because when guests are eating at a restaurant, the waiter does not pay attention to the movements of the guest who is in need of something, which can cause dissatisfaction with the guest with the waiter's service, but this can be avoided by making a bell on the guest's table, so that when the guest needs help just press the bell.

CONCLUSION

Based on the analysis carried out by the author regarding the implementation of order taking procedures by waiters in the return kitchen at the Grand Ion Delemen Hotel Malaysia, the author's conclusions are as follows. Taking orders have been carried out but not according to procedures, and the number of waiters is still insufficient during high season. The technique of serving food at the return kitchen is still lacking in understanding the menu and the waiter does not prepare the captain's order, resulting in errors in serving the food. Guests are less satisfied with the waiter's service in ordering food where the waiter is less sensitive to the needs of guests in the restaurant.

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