

Quality Service Standard of Food and Beverage Service Staff in Hotel

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Abstract—This survey research aims to study the standard of service quality of food and beverage service staffs in hotel business by studying the service standard of three sample hotels, Siam Kempinski Hotel Bangkok, Four Seasons Resort Chiang Mai, and Banyan Tree Phuket. In order to find the international service standard of food and beverage service, triangular research, i.e. quantitative, qualitative, and survey were employed. In this research, questionnaires and in-depth interview were used for getting the information on the sequences and method of services. There were three parts of modified questionnaires to measure service quality and guest's satisfaction including service facilities, attentiveness, responsibility, reliability, and circumspection. This study used sample random sampling to derive subjects with the return rate of the questionnaires was 70% or 280. Data were analyzed by SPSS to find arithmetic mean, SD, percentage, and comparison by t-test and One-way ANOVA. The results revealed that the service quality of the three hotels were in the international level which could create high satisfaction to the international customers. Recommendations for research implementations were to maintain the area of good service quality, and to improve some dimensions of service quality such as reliability. Training in service standard, product knowledge, and new technology for employees should be provided. Furthermore, in order to develop the service quality of the industry, training collaboration between hotel organization and educational institutions in food and beverage service should be considered.

Keywords—Service standard, food and beverage department, sequence of service, service method.

I. INTRODUCTION

IN 2015, ten countries will join to become AEC and work together in several aspects including tourism. It is important to prepare readiness in developing tourism industry for the country because there will be higher competition. The quality of services is the heart of hotel business with one important strategy is on the target of maintaining existing customers.

Hotel business is a very high competition business with the focus on excellent service to impress the customers. Every hotel has to pay the importance on making satisfaction to their customers by developing staffs' attitude and service potential.

Though most hotels develop their form of services all the time, but few of them can achieve the ultimate target. So, the researcher is interested to conduct the study on quality service standard of food & beverage service staff in hotel at three hotels in three provinces in Thailand, i.e., Bangkok, Chiang Mai, and Phuket. The data from this study could reveal the service quality of the standard hotels in Thailand which can be

used as a guideline to train hotel staffs in the world class standard. Moreover, the findings of this study can be used as a model to teach students at Suan Sunandha Rajabhat University in the field of hospitality study.

II. LITERATURE REVIEW

The service is presented activities for benefit and pleasure sold with goods which can be divided into two types, i.e. service product and supplementary product which is different from the other types of product in the following aspects: intangible cannot be separated, uncertain, difficult for standardizing, and cannot be stored [1]. Good service refers to continuous service with correctness and flexibility. Moreover, service was an activity to provide convenience for customers and profit to the hotels. The hotel marketers tried to study customer behavior for market planning to meet the buying decision of the customers. Three factors affecting customer decision are culture, social, and personal factor and divided hotel customers into leisure tourists and business tourists. They make their buying decision by awareness of their needs, information searching, alternative evaluating, buying decision making, and after buying behavior [2].

The hotel industry is the business with several activities such as accommodation, food & beverage provided for travelers, for leisure and business objective. It consists of services, rooms, food & beverage according to the requirement of the travelers with the returned benefit to the hotel owners. The significant characteristic of the hotel customers is that they are charged for the use of services and facilities such as food and beverage unless there is payment of accommodation. And its standard services need to create customer trust. In addition, demand and supply of hotel service also involve food and beverage products [3].

Food and beverage services have to response hotel customers on both mental and physical by providing happiness and satisfaction during the consumption [4]. This supports the idea that customer expectations and perceptions are the indicator of good service quality [5] and customer expectation is the indicator in planning the service strategy [6]. In the hotel services, customer behavior is the most important factor for the hotel management. The customer expectation includes reliability, trust, giving confidence, cleanliness, special promotion, food and beverage, politeness of staffs, downtown location, convenient, fast servicing, paying attention, and good images [7].

III. METHODOLOGY

This study investigated the quality of services in three hotels on the food and beverage services with 280 customers in three provinces in Thailand; Bangkok, Chiang Mai, and Phuket. The sampling method was simple random sampling. The independent variables in this study included gender, age, education level, occupation, income, and marital status. There were three parts of modified questionnaires to measure service quality and guest's satisfaction including service facilities, attentiveness, responsibility, reliability, and circumspection. The data collection was conducted in August 2011 to October 2011. In order to find the international service standard of food and beverage service, triangular research, i.e. quantitative, qualitative, and survey were employed. In this research, questionnaires and in-depth interview were used for getting the information on the sequences and method of services. IOC, which is used to test the content validity, was introduced and evaluated by three professionals. Distributing the 40 pilot samples is to ensure the reliability of the questionnaires, analyzed by Cronbach's Coefficient Alpha with the range between 0.70 for the content of service quality and 1.0 for the content of customer behavior.

IV. FINDINGS

The findings revealed that most subjects in this study 60.7 percent were foreigners and most of them were male 71.8 percent with the age between 31 to 40 years old 33.6 percent. Most of them have bachelor degree education level 48.6 percent working in the private sector 44.6 percent with the salary over 50,000 Baht 47.1 percent and married 58.6 percent. Most of them reported the highest agreement on the service quality on five aspects; service facilities, attention, reliability, circumspection, and carefulness at the average of 4.29. On the customer satisfaction, the customer with the age over 60 years old reported very high agreement while other groups reported on agreement 3.76.

The customers reported no difference on the service standard of the three hotels at the statistically significant level of 0.05. However, according to the One-way ANOVA, there was a statistics significant level at 0.05 on the customer behavior and their satisfaction classified by age, education level, occupation, salary, and marital status.

The in-depth interview revealed that the basic characteristics of the food and beverage service staffs in hotels included good attitude in work, patience, being to work under high pressure condition, good decision making, can cope well with unexpected problems, good command of English, good communication, peers, supervisory, smart in working with ethics and moral.

V. DISCUSSION

It can be concluded that most of the customers of these three hotels were male foreigners with the age between 31 to 40 years old. The education level is graduate and working in the private sector with the salary over 50,000 Baht. As three hotels are upscale and high price, most of customers who have

high buying potential are found. In overall, the service quality of the three hotels, i.e. Siam Kempinski Hotel Bangkok, Four Seasons Resort Chiang Mai, and Banyan Tree Phuket was excellent. In respect of customer satisfaction on the three hotels was found that the customers reported high satisfaction. Their services are not only in high effective according to the customers' point of view but it can also be applied to teaching model for students in term of service industry study.

According to the in-depth interview, the basic characteristics of the food and beverage service staffs in hotels included good attitude in work, patience, being to work under high pressure condition, can cope well with unexpected problems, good command of English communication, good communication skill, peers, supervisory, smart in working with ethics and moral. This included the knowledge on logic, rationale, and thinking process.

VI. SUGGESTIONS

From the study, there are suggestions on the food & beverage services as follows:

- 1) The three hotels, i.e. Siam Kempinski Hotel Bangkok, Four Seasons Resort Chiang Mai, and Banyan Tree Phuket should maintain this high standard of quality and develop their services to reflect the customer needs at the optimization. There should be a regular training for staffs. Hence, the professional services would be contributed to the customers.
- 2) According to the service quality, the reliability aspect was in a good level which was lower than other aspects. Thus, the hotel should provide their staff for more competent services to meet higher standard of reliability because it is the important point for the customers' decision on repetitive buying.
- 3) Because of the high standard and service quality of the three hotels, there should be cooperation between the hotels and the educational institutes to give the opportunity to students to do the internship in their hotels. With the valuable experiences, they can reach the international standard of hotel service industry and ready for the AEC in the year 2015.

VII. FURTHER STUDY

Further study suggestions are as follows:

- 1) In prospect of the coming progress, there should be a repetitive study by collecting more samples with more diversity and longer data collection period. The questionnaires should be more service steps including the customers' suggestion than investigating the quality of services.
- 2) There should be a study of the same topic on the different sizes of the hotels to understand the behavior of the customers in other groups in order to make a comparison of the service standard of different sizes of the hotels.
- 3) There should be a study on service behavior and other characteristics of hotel staffs to find the strengths and weaknesses for the development of their potential.

- 4) In distributing the questionnaires, there should be a better motivation for the customers to return higher number of questionnaires. It can be in the form of souvenirs.
- 5) There should be a suitable time in data collection which does not affect the working time of the hotel staffs.

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