

STANDARD OPERATIONAL PROCEDURE RECEPTIONIST IN PROVIDING SERVICE TO GUESTS AT HAIDILAO HOTPOT RESTAURANT SURABAYA

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ABSTRACT

The purpose of writing this Final Assignment is to find out *the Standard Operational Procedure Receptionist* in providing services to guests at Haidilao *Hotpot Restaurant* Surabaya. The author works as a *receptionist staff* at Haidilao *Hotpot Restaurant* and made observations from September 2022 to January 2023. The author can conclude that *Standard Operational Procedure* is a guideline for *Receptionists* in providing services in welcoming guests at the entrance, escorting guests to tables, and helping guests sit down.

Keyword: *Standard Operational Procedure, Receptionist, Restaurant.*

ABSTRACK

The purpose of writing this Final Project is to find out the Standard Operational Procedure of the Receptionist in providing services to guests at Haidilao Hotpot Restaurant Surabaya. The author works as a staff Receptionist at Haidilao Hotpot Restaurant and makes observations from September 2022 to January 2023. The author can conclude that the Standard Operational Procedure is a guideline for Receptionist in providing service in welcoming guests at the entrance, escorting guest to the table, and helping guests sit down.

Keywords: *Standard Operational Procedure, Receptionist, Restaurant.*

INTRODUCTION

Nowadays, people tend to eat outside the home for various practical, economic and *prestige reasons*. One of them is in a restaurant. Restaurant businesses in Surabaya are developing in line with the times, consumer tastes and needs. Every restaurant provides different food *menus*. There are restaurants that provide regional specialty *menus*, *there are also restaurants that provide foreign food menus*. The food *menu* provided by a restaurant is to attract the interest of guests who come to the restaurant. A restaurant generally sells food and drinks and provides services to guests. So, a restaurant needs *staff* on duty to provide this service. Service at the entrance when welcoming guests is very important to pay attention to. In general, there is Restaurant *staff whose job is to welcome guests at the entrance, escort guests to tables, and assist guests Sit down*. This task is carried out by restaurant staff who are usually called *greeters* or *receptionists*. If guests receive polite and friendly service from *the greeter* or *receptionist*, then these guests will come back to the restaurant. So that *greeter* or *the receptionist* has the same attitude and procedures in serving guests, then a *Standard Operational Procedure* is needed. Based on this background, the author took the title "*Standard Operational Procedure. "Receptionist in Providing Services to Guests at Haidilao Hotpot Restaurant Surabaya"*".

RESEARCH METHODS

DISCUSSION

1. Restaurant Type

The type of restaurant at Haidilao *Hotpot* is *A'la carte*, which is the menu arrangement for each meal accompanied by the price sold at Haidilao *Hotpot*.

Haidilao *Hotpot* is a *hotpot restaurant* that offers various types of food and drinks, like restaurants in general, Haidilao *Hotpot* is a restaurant that provides raw vegetables, meat and *seafood* which are prepared for customers to cook themselves at a table that has been prepared with the chosen sauce. by the customer himself. There are various kinds of *hotpot* sauces on sale, from spicy ones, for example Szechuan Mala sauce, to even vegetarian ones, for example wheat milk sauce. The following are some of the menus sold at Haidilao *Hotpot* restaurant Surabaya:

1. menu : 3 combinations, mushroom, tomyam, szechuan mala, tomato, salted vegetables with fish, wheat milk.
2. Food menu: *US Shortplate* , *Australian Angus Striploin* , *US Angus beef* , *Australian* rolled lamb shoulder , *beef tongue*, *Australian MB4-5 sirloin* , *A5 Japanese wagyu*, *Spanish pork shoulder* , *AUS oyster blade beef*, *chicken breast*, *chili chicken fillet*, *bacon pork*, *beef tendon*, *pork brain*, *pork belly*, *pork aorta*, *canned pork*, *duck blood*, *fried fish skin*, *haidilao shrimp paste*, *tobiko shrimp paste*, *cheese fish tofu*, *cheese fish meatballs*, *seafood tofu skin* , *quail eggs*, *crab sticks* , *beef cheese*

meatballs, beef tendon meatballs, pork corn meatballs, tobiko fish balls, *horenso fish balls*, basil beef balls, *handmade chicken* meatballs, fish balls, fishro, shrimp pasta chikuwa, wagyu sausage, pork sausage, mushroom pork suikaw, chicken suikaw, cold tofu, fresh tofu, beancurd *sticks*, fried tofu, bell roll, tofu skin, oil tofu skin, vermicelli, udon, instant noodles, fried cakwe, sweet potato noodles, raw eggs.

3. *Typical menu* : beef with haidilao spices, goat with haidilao spices, chicken with haidilao spices, layered tripe with haidilao, honeycomb tripe, thin tripe with haidilao, laomian haidilao.
4. *Seafood menu* : basha fish fillet, salmon, cotton fish fillet, scallops with egg, scallops, clam shells, *US scallops*, tiger grouper, squid, sliced squid, squid, thorn sea cucumber, vannamei shrimp, super king shrimp.
5. *Vegetable menu*: sliced potatoes, yam, gourd, taro, white radish, enoki mushrooms, shiitake mushrooms, king oyster mushrooms, *seafood mushrooms*, mushroom platter, wood ear mushrooms, sweet corn, baby corn, broccoli, pakchoi, Chinese cabbage, iceberg lettuce, romaine lettuce, spinach, kale, fumak lettuce, cabbage, vegetable *platter*, sliced seaweed, wakame seaweed.
6. *Side dish menu* : egg fried rice, white rice, spicy and sour noodles, Szechuan dan dan noodles, fried mantau, shrimp pancakes, fried spring rolls, cheese fish sticks, fried suikaw, shrimp tempura, fried brown sugar mochi, fried canned pork, Haidilao's *signature* crispy fried pork.
7. *Drink menu*: Liang Teh Wang Lao Ji, Zero Coke, Coca Cola, Sprite, Heineken, Spiva, San Miguel, Bintang Beer, Mango Lemon Tea *Handshake*, Lemon Tea Handshake, Orange Juice, Thai Milk Tea, Watermelon Juice
8. *Sauce menu* : *specialty haidilao* sauce, savory spicy sauce, sesame sauce, sesame oil sauce, seafood sauce, dried chili sauce.

2. Haidilao Hotpot Receptionist Organizational Structure

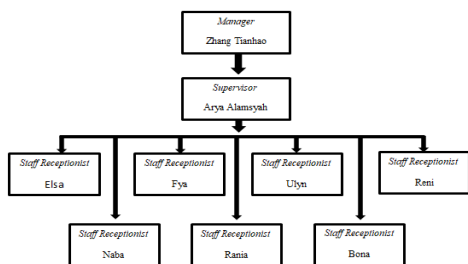


Figure 3.3 Receptionist Organizational Structure
Source: Personal documentation, 2023

The author works as a *receptionist staff* at Haidilao Hotpot Restaurant and make observations from September 2022 to January 2023.

Below the author describes *the Standard Operational Procedure for Receptionists* in providing services to guests at Haidilao Hotpot Restaurant Surabaya. *Staff Duties* The receptionist acts as a *greeter* by welcoming guests at the entrance and accompanying guests to the table, and assisting guests Sit down.

3. Standard Operational Procedure Receptionist in providing services to guests at Haidilao Hotpot Restaurants :

- a) *The receptionist* receives customers within 10 seconds of arriving at the restaurant with a warm smile, and uses polite language.
Example: hello good afternoon, welcome to Haidilao.



Figure 3.4 Receptionist as greeter
Source: Personal documentation, 2023

- b) Ask about reservations
Example: hello sir, have you had a reservation beforehand?
Customers who have not *booked* ask clearly for the number of people.
Example: hello, how many people are you for?
- c) After asking the number of people, you must answer quickly and use *the walkie-talkie* to tell the team how many people. If you have special customers, you can notify them secretly. *The receptionist* on duty at the front must inform the number of guests to *the staff* on duty inside because it depends on the capacity of the existing tables.
Example: in front of 4 people there is 1 wheelchair using a large table.
- d) Customers ordering food need to be notified when entering the restaurant.

The receptionist explains several menus to guests, especially for customers who have never been to a restaurant or the contents of the food menu.

Example: hello sir, for your information the food at Haidilao contains pork.

- e) Helping guests get queue numbers on time.

If the table is full, guests must use the queue number while waiting.

Example: Hello sir, our dining tables inside are full, would you mind if we could help you get a queue number to wait in *the waiting room?* our *area* ?

- f) When the waiting room is full, it is necessary to provide an explanation so that customers can leave and walk around and come back again.

Example: Hello, I'm very sorry sir, our waiting area is temporarily full, maybe you can come back in about 30 minutes.

- g) Do not leave incoming guests unattended.

The receptionist can ask for help on *the walkie-talkie*, and should not be too busy. Focus on incoming and outgoing guests. It is not allowed until guests enter, it is feared that guests will not get a table because the restaurant is busy.

Example: 2 people came in earlier, can you ask again?

- h) If the guest waits too long, *the receptionist* explains and defends the guest reasonably, and apologizes sincerely if the guest insists on leaving. As a sign of apology, the restaurant gives the guest a small gift bag or business card, and the guest can reserve a table in advance at another time. Example: First of all, I apologize, sir, for waiting too long, here are some gifts as a sign of our apology, and if you want to come to the restaurant again, you can make a reservation in advance.

- i) Warm farewell to departing guests .

Example: Thank you, we are waiting for your arrival at Haidilao.

4. Obstacles and Solutions

- a) Constraint: limited space in the waiting room when it is busy or on *weekends* so some guests choose to leave and not eat at *Haidilao Hotpot Restaurant*.
- b) Solution: *The receptionist* apologized and asked guests to be patient or they could be advised to walk around for approximately 30 minutes. If guests *cancel* and don't eat,

the staff will give a gift as a sign of apology.

CONCLUSION

From the results of the discussion in the previous chapter, the author concludes that *the Standard Operational Procedure* at *Haidilao Hotpot Restaurant* Surabaya serves as a guideline for a restaurant *receptionist* in providing service starting from the front entrance when welcoming guests, escorting guests to tables, and assisting guests Sit down.

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