



Alternative solution for human error in hospitality industry

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ABSTRACT

A hotel is a service that offers accommodation to visitors. Things don't always go smoothly in the hospitality industry, so mistakes are bound to happen. Because guests feel uncomfortable or even make mistakes in cooperation between employees. Interpersonal problems are called human error. Human error or in another sense a standard deviation that can cause problems in the hotel. The cause of the problem itself stems from several factors that occur inside and outside the hotel. An example of a problem that arises in the hotel is the lack of knowledge and skills in dealing with guests. This requires solutions to improve employee performance through orientation and training provided by the hotel to educate employees even better. Usually the culprit of the problems that arise is the hotel staff, including managers, supervisors, insiders and others. Many different actions arise from the problem and all actions inevitably have a cause and effect, especially when it comes to the hospitality business. The purpose of the author writing this article is to know how to solve the problem with a good solution. The method used is qualitative, the author knows how to collect information from various sources. We, the author, tried to offer solutions and actions for human error in hotels.

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1. Introduction

The accommodation and hospitality industry is the fastest growing industry in the global service sector [1], [2]. Hotel is a service that provides part or all of the building for accommodation, food and drink as well as other supporting services that are managed commercially according to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37 / PW. 340/MPPT-86 [3]:

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1). As a company that sells services, it can be interpreted as an achievement that benefits the client by making the desired changes to himself or on behalf of the recipient. The hotel prioritizes the quality of service related to the available human resources. Reliability, responsiveness, certainty, attention and concreteness positively affect the public image of the hotel.

A "culture of prevention" always tries to avoid mistakes as much as possible [4]. Another less studied dimension is "Error". A management culture that uses this approach understands that elimination occurs. Errors are impossible and random [4]. At the same time, error prevention is aimed at minimizing the negative consequences of mistakes. The error management approach avoids mistakes altogether and assumes that human error is inevitable, and tries to proactively address mistakes and their consequences [5].

In residential areas (e.g. hotels, restaurants), common mistakes occur due to the nature of the work (heavy workload, time pressure) [6]. Errors occur at the front desk (guests checking into rooms that are not cleaned, missing reservations, billing errors), housekeeping (housekeeping forgot to report items for repair), and internal errors by employees, managers, and departments (for example, incorrect billing and payments, scheduling errors, incorrect decisions by managers, errors in the finance or marketing departments) [7], [8]. Errors are also due to hardware errors, not individual or organizational faults. It is important that the hotel focuses not only on avoiding mistakes, but also on the management of mistakes. Error management is therefore an important topic both in theory and in practice.

2. Method

The method used in this article is a qualitative method. Using qualitative methods, the author can collect information from various sources. This article can be used as a written research method with descriptive data. The information received has been scientifically researched and the author can classify the information into categories depending on the problem. The next step of the method is to draw conclusions and summaries about the content of the problem and propose appropriate solutions from various sources, which the author sorts in the article.

3. Results and Discussion

The increasing role of tourism in the development of the country's economic potential requires its scientific understanding, the justification of ongoing processes, the creation of a clear educational system and the management of modern models of professional training in the tourism industry. After all, the lack of highly qualified professionals who meet world standards is the main obstacle to the development of tourism in our country.

Many tourism companies, especially hotels, when they see employees make mistakes on the part of supervisors or managers will reprimand their employees without noticing that they need basic training. Most leaders will blame the person, because in a hospitality company, employees are an integral part of the company, the product, and therefore the company charges customers a fee. For example, in a hotel, customers pay not only for accommodation, security, cleanliness, but also the attention of hotel staff.

In the tourism sector of our country, a lot of work has been done to train tourism employees. A lot of work has been done in this area to improve the education system, improve efficiency and train international personnel in the field of service, tourism, business and hotel management.

Human error in the world of hospitality is the fault of hotel staff due to incidents and accidents or negligence of employees. Human error has a way out that plays a role in changing people and systems. Providing quality service to customers is a problem in most hotels. Humans intuitively understand that errors cause errors and generalizations for all, meaning basic attribution errors and post hoc errors [9], [10].

However, what happened on the ground is not easy and simple. The presence of "human error" can create bias and eliminate systems that may or may not work. Human error or error is caused by communication between staff or errors between staff and guests. Not only misunderstandings, but also misunderstandings, lack of understanding and carelessness of staff are common problems in hotels, such as:

A. Unskilled Labor

According to the Big Dictionary of Indonesian or KBBI, the word competence comes from the word "expert" which can be interpreted as a capable person or can be interpreted as a capable person in a certain science. As a "linguist" is a person who has mastered the knowledge of the language. Talent is also needed in professional life. The meaning of the word "talent" in the Big Dictionary of Indonesian or KBBI is the basis of intelligence, morals and ethics. Everyone carries these three things with them from birth. From this it follows that there is some difference between "competence" and "talent", ie. Expertise is an inherent ability in science, while talent is an innate ability.

B. Internal labor issues

The mental health of employees or employees is very important because it can affect work results [11]. With a good stress-free mindset, this allows the workforce to work without pressure. Heavy workloads and personal problems can cause excessive stress and make you unable to concentrate on working. In these conditions, the possibility of work accidents due to human error also increases.

C. Understanding SOPs

SOPs or standard operating procedures are very important in a company. SOPs are guidelines on the procedures or actions that a company must implement to achieve goals and achieve good results. The content of SOPs is also very diverse, ranging from SOPs to requests for permission to not enter work in the event of a disaster. The purpose of SOPs is as a work guideline, legal basis, work discipline guidelines and minimize errors.

According to Tjiptono [12], service can be seen as a system consisting of two main components, namely the service function, which is often invisible or unconscious by customers, and service delivery, which is usually seen or known by customers. Basic service skills according to [13], basic competencies can be implemented in all service strategies.

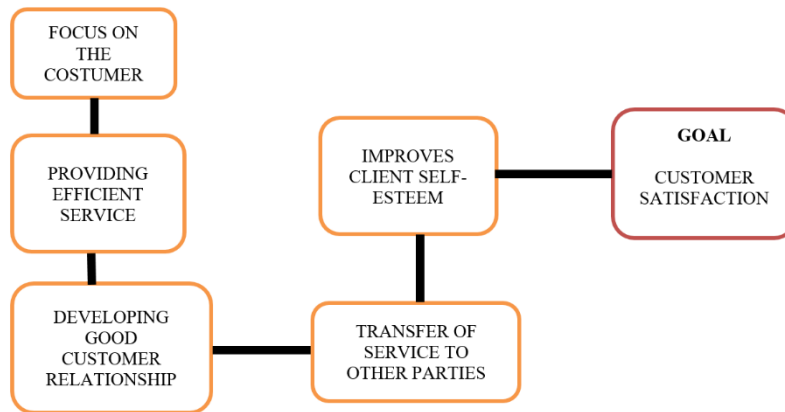


Figure 1. Service strategies

Listen carefully and do not interrupt anything other than responding to the customer conversation while the customer waits for your comment, serve the next customer once you are done with the first customer plan what to do next and to the following service end, the way to go. the customer's presence is immediately noticeable, does not protect the customer no matter how smart you are, and also offers them sincere courtesy, rewards the customer, listens to the customer without interrupting and showing sympathy and speaks to him soulfully To show that you understand and understand the customer's feelings, the customer and repeat what they want, then pull the customer to the point. Customers request services that exceed your capabilities. It is best to delegate the service to someone who knows better.

The concept of service quality is basically relative, that is, it depends on the perspective from which the characteristics of the specification are defined. There are basically three tendencies of service quality that must be in line with each other, namely: Customer perception, product or service and process.

"RATER" (Responsiveness, Certainty, Concreture, Empathy and Reliability). The essence of the concept of service quality is to show all forms of service delivery that satisfy the recipient of the service after correspondence (answer), prioritize the existence of guarantees (insurance), show visible evidence (tangible) in accordance with the contract. empathy of the service provider that the data subject reliably (reliably) performs the tasks of the proposed service. So that the recipient feels satisfied.

Based on the essence of the service quality concept "RATER", most work organizations make this concept as a reference in implementing service improvement in their work organizations and filling various gaps to meet the needs of services provided by different employees. Community service. Information services are carried out responsively and accurately. Consumers should expect a negative perception of the quality of service. According to [12] The ability of company employees to build customer trust in hotels. There are several components to this, including communication, credibility, security, competence and decency. According to [14] with respect to the competence and politeness of staff and their ability to inspire confidence in customers. Hotels should pay attention to the characteristics of the facilities offered to guests. The company's ability to prove its existence to the outside world The appearance and reliable physical characteristics of the company's territory and infrastructure in the surrounding conditions are a clear indication of the service provider's services. These include physical facilities (examples: buildings, warehouses, etc.), equipment and tools used (technology) and the appearance of the workers.

According to Tjiptono [15], in terms of service, employees must sincerely and personally or personally care about customers and try to understand the wishes of consumers. According to [16], the company

understands the concerns of its customers and acts according to customer benefits as well as personal customer agreements and pleasant opening hours. Reliability: The company's ability to deliver the promised service accurately and reliably. Performance must meet customer expectations which means punctuality, equal service for all customers without errors, sympathetic attitude and high precision. The company's ability to accurately deliver the promised service the first time. If the consultant can offer the client what he wants, the client is satisfied and pays 20% of the consultant's fee. However, if the consultant understands what the client expects, then the consultation fee will not be paid in full [12].

Tourism is characterized by high data capacity, large data flows, constant updates, and rapid exchanges. There is an informational relationship between all actors in the tourism market, but special attention is paid to information aimed at the final consumer (tourists). This is due to the need to provide the most comprehensive information necessary to make decisions about travel and usage during the trip. The quality of information and communication support in tourism is an important factor in the competitiveness of the tourism industry.

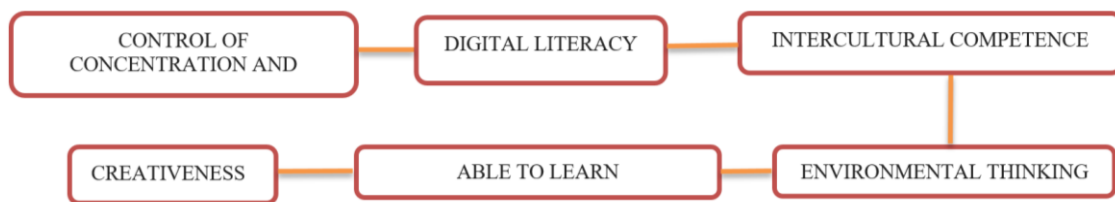


Figure 2. Process training

Training of the tourism and restaurant industry requires special attention in providing specialist information and communication skills [17]. According to the American Society for Quality Control [18], institutions must ensure a good and effective industrial training process. Employing qualified trainees with knowledge that is quite useful for both the trainee and the organization because all learning becomes easier without it affecting the operation when the trainee has basic knowledge and the student to advance in the hotel very easily if they have basic knowledge.

Education and training have also become important. The manager hopes to guarantee that everyone, no matter how short their stay at the hotel, leaves with new information. The importance of the work of the head of the department as a mentor and trainer is increasing, because mentors want to involve non-management staff in addition to management. For example, in a recently organized out-of-work course on customer service, non-managerial employees who are famous for their very high work performance are assigned to train other employees. The hotel also supports staff in specially selected locations to access classes outside the hotel.

Consumer behavior research is a continuous process without which a business cannot survive can work successfully. There are two main things to consider when analyzing consumer behavior, Requires satisfaction and desire to excel. The industry scope of the hospitality industry has been adjusted Hotel service category, hotel space dimensions and business models in the market. Hotel management today can be divided into the following stages, and most hotel owners need to improve their services in the following areas:

1. Accommodation services – This includes hotel rooms and apartments, food and beverages, including dining rooms in restaurants, breakfast rooms, cafes, and special rooms where guests can prepare.

2. Entertainment and Sports – Visitors should have access to a variety of entertainment and sporting events, eg. B. puskesmas, walking and jogging, depending on the hotel's bowling, tennis, and golf classes.
3. Training of hotel managers and supervisors - Training and further education for hotel managers and supervisors takes place in the following key areas: get to know the hotel industry, reservation and accommodation business, administrative services, internal hotel regulations and hotel work with staff. Thus, after completing the hotel management course, the staff is quite ready to work as a hotel manager.
4. House keeping service training program in hotels - Introduction to hotel room design, hotel standards, techniques of various cleaning operations, rules of service ethics. Target group: Training of qualified hotel employees. Classes include lectures, discussions and debates.
5. Hotel accounting management course - The purpose of the program is to provide employees with professional retraining in accounting for hotel and tourism organizations, as well as the formation of practical skills and knowledge in preparing financial statements.

In short, hotel merchandise training is an important phenomenon to improve the future of hotels. Most large hotels should have and improve hotel staff management and train regularly.

When hired, candidates who have proven themselves in their profession are sent to specialized educational institutions (for hotel expenses) for retraining or advanced training. Those who pass the exam receive one or more certificates recognized by other hotel chains, depending on the number of hours of reading. In addition, competency development programs for hospitality professionals are developed in collaboration with specialized educational institutions. Great attention is paid to personnel management, service standards in the hospitality industry and the psychology of customer communication when planning training. Thus, the benefits of education in particular:

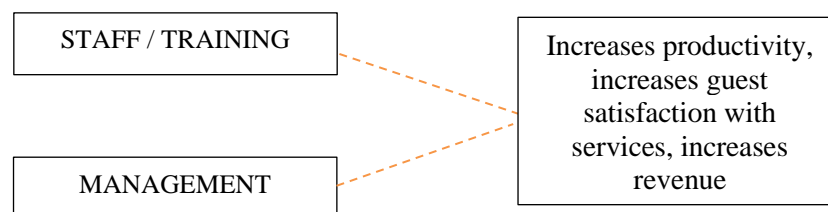


Figure 3. Benefit for trainee

Impact on employees: Increase job satisfaction, encourage the development of employee morale, and enable employees to reach the level of experienced employees in the shortest possible time, increasing flexibility employee mentality. Management: Increase profits, promote management growth, maximize resource utilization, reduce the number of complaints, increase turnover, reduce personnel. Impact on Coaches: Well-prepared employees facilitate the work of the director of the department, the coach receives fewer complaints from the board and guests, and the coach develops his leadership qualities.

The main principles for working with staff are Individualization, democratization, computerization, consistency, selection of personnel taking into account their psychological suitability, taking into account the wishes of employees choose the forms and methods of training and education.

4. Conclusion

Training has been found to be associated with increased job satisfaction. The purpose of this study is to test the expectations and perceptions of hotel managers and employees regarding the quality of training and show implications for improving the quality of training and satisfaction with training,

guest satisfaction about the service of hotel employees. With so many solutions circulating, the most effective way to overcome human error itself is to provide training training to workers or trainers. This training exercise must be followed by every member of the hotel staff, considering that mistakes that have occurred can be repeated.

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