
Pastry Section's Efforts to Maintain Product Quality to Provide the Best Standards to Guests at Novotel Hotel Semarang

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KEYWORDS	ABSTRACT
Pastry Section, Product Quality, Best Standards	This research aims to explain the pastry section's efforts in maintaining product quality to provide the best standards to guests at the Novotel Hotel Semarang. In conducting research the author used a qualitative descriptive methodology for data collection. Data collection is taken using observation, interviews, and documentation so that accurate data can be obtained regarding efforts to maintain product quality that can provide the best standards to hotel guests. The pastry section is a part of food and beverage products that make desserts such as pastries and bread. The research results that can be obtained from this research are that the pastry section at the Novotel Hotel Semarang turns out to have an important role in maintaining product quality according to applicable standards starting from the preparation of the ingredients to be processed, the method of making it from start to finish, the standard recipe used, the equipment to be used, the place where the ingredients or finished products are stored and the understanding of the employees who make the products. The quality of the products served is very influential on hotel guest satisfaction, therefore it is necessary to maintain product quality and always improve the applicable standards to produce maximum results in terms of taste, appearance, or proper arrangement.

INTRODUCTION

The tourism industry in Indonesia is expanding quite rapidly, especially in the hotel sector, so in Indonesia, there are more and more tourist attractions and lodgings in each region. Semarang City is one of the areas that is developing quite quickly in the tourism industry and also the hotel industry. It is not surprising that in the last few years, many new hotels have been established with modern and attractive concepts. With the increase in the hotel industry in the Semarang area and its surroundings, many business people want to build accommodation buildings such as hotels, resorts, or villas because tourists who visit will need accommodation for them to rest. According to (Sugiana 2011) tourists are people who travel and leave their place of residence temporarily to vacation, rest, do business, medical treatment, or study trips, the development of tourism also has an impact on the provision of accommodation. Not only tourists, but several types of guests usually stay at hotels, such as families or individuals.

The hotel industry in Indonesia not only provides bedroom services for guests but also provides food and beverage services. According to (Purnomo, et al. 2023) Food & beverage in the hotel industry is a department responsible for meeting food, beverage, and other service needs required by guests, and is managed. The food and beverage department is one part of the hotel that is fully responsible for providing all food and beverage services in the hotel for guests staying overnight (Heru 2017), (Agus 2011). To see the role of the food and beverage department in the hotel, you can see from the existence of a restaurant, bar,

or cake shop, with this role we hope to make things easier for guests regarding basic needs such as food and drink while staying at the hotel. Food and beverage products is a department that is specifically tasked with making food in hotels. This department is divided into two parts, namely the hot kitchen or main kitchen which is responsible for making main courses, soups, salads, and appetizers, and also the pastry and bakery section which is tasked with making desserts or other sweet foods.

The pastry section has a very important role in the hotel, therefore Novotel Hotel Semarang manages this section itself to produce satisfactory and guaranteed product quality according to hotel standards. The pastry section is tasked and responsible for preparing and making various kinds of dessert products such as cakes, bread, pudding, snacks, market snacks, and various needs when there are events at the hotel including breakfast, lunch, dinner, and coffee breaks. To produce guaranteed product quality and maintain quality standards, you need employees who are competent and experts in their field, not just anyone, being able to maintain product quality is something that can provide satisfaction to guests. The hotel industry is one of the tourism sectors that is growing rapidly, especially in the food and beverage product service section, thus the role of the pastry section in hotels is very much needed because without this section it would not be complete to provide food to hotel guests.

The pastry section at Novotel Hotel Semarang not only focuses on providing good quality products for guests but also has standard operating procedures that apply to minimize activities that are not useful for hotel staff so that they remain consistent in the tasks they have been given so they can complete them quickly and on time. The strategy used by Novotel Hotel Semarang in maintaining the quality of pastry products is by carrying out product quality control, creating new product innovations, paying attention to the quality of the materials used, raw material storage, maintaining production equipment, equipment for processing, consistency in using applicable recipe standards, accepting criticism and suggestions from guests, paying attention to hygiene and sanitation, always being consistent in maintaining the quality of the food served and being able to improve the quality of the food. With this strategy, the pastry section at the Novotel Hotel Semarang can better guarantee the quality of its products and can improve products that are not suitable.

Novotel Hotel Semarang is one of the 4-star international chain hotels in the city of Semarang. This hotel provides excellent service so that guests feel more comfortable and are taken care of when staying, especially in the restaurant at breakfast time, so guests will feel satisfied. The pastry section always innovates and is creative in making dishes, therefore guests who want to have breakfast will usually be more interested in the pastry stand section because there is usually live cooking for baking croissants, making pancakes, waffles, and others.

METHOD

The Qualitative Descriptive Method is the method used by the author to complete this writing. Qualitative research methods aim to analyze and explain phenomena or objects through social activities, attitudes, and perceptions of individuals or groups. According to Menurut (Sugiyono 2018), (Sirajuddin 2017) , qualitative research methods are research methods that are philosophically based and are used to investigate scientific conditions (experiments) which researchers use as tools, data collection techniques, and qualitative analysis which places more emphasis on meaning. Qualitative methods are research methods that involve evaluation procedures and produce descriptive data in the form of written and spoken words and observed behavior . In this case, the researcher analyzes and explains data obtained from observation, documentation, and interviews with related sources (Sugiyono 2018) , which is then expressed in the form of a discussion. After the data is collected and analyzed, the data is written down and interpreted to provide clear answers to problems.

A qualitative approach allows the use of multiple data collection methods to obtain a holistic picture of the phenomenon under study. The data collection technique in this research was a participatory observation, semi-structured interviews were conducted with the pastry section to dig deeper into the experiences, considerations used in selecting ingredients, and techniques applied and this document study is useful for understanding the theoretical framework and practical guidelines used by the pastry section to prepare and make various kinds of dessert products such as cakes, bread, pudding, snacks, market snacks, and various purposes during events at the hotel including for breakfast, lunch, dinner and coffee breaks with guaranteed product quality.

The location of this research is at the Novotel Hotel Semarang which is located at Jl. Youth No.123, Sekayu, Kec. Central Semarang, Semarang City, Central Java 50132. This research was conducted in the food and beverage product department in the main kitchen and pastry kitchen.

RESULTS AND DISCUSSION

The pastry section's efforts to maintain product quality

The pastry section is a part of the Food and Beverage Department in the kitchen of the Novotel Hotel Semarang, which has the duties and responsibilities to process products that will be served to guests such as cakes, bread, desserts, canapes, traditional snacks used for coffee breaks, breakfast, lunch, dinner, weddings or other events. The pastry section at Novotel Hotel Semarang also provides complimentary cakes such as welcome cakes for VIP guests or special guests who come to the hotel, birthday cakes, and anniversary cakes for guests who request them to be made.

Novotel Semarang Hotel is one of the hotels that has its pastry kitchen, therefore allowing the hotel to produce almost all pastry products independently. According to (Subagyo 2007), Pastry is part of the food product within the scope of food and beverage which has the task of making desserts, snacks, or complementary foods to drinks such as cakes and bread. With a kitchen pastry, a hotel can control and manage the entire manufacturing process from the raw materials used to the finished product. Apart from that, the quality of the pastry product is a very important factor and is the main goal in every pastry section operational activity. Then the following are the pastry section's efforts to maintain the quality of the products produced at the Novotel Semarang Hotel

Staff or employees, when recruiting employees to be placed in the pastry section, must not be careless because it will affect the products produced, therefore newly recruited employees must at least have basic knowledge about pastry. Apart from that, pastry employees must have insight, knowledge, and general understanding starting from the ingredients to be used, what equipment is needed, and how to process products according to standards so that they get appropriate results. Can learn new things related to pastry, and receive criticism and direction from chefs or superiors regarding good and correct processing methods to produce quality products according to hotel standards.

The choice of raw materials and product quality greatly influences the selection of raw materials at the beginning because if you choose the wrong one, it can trigger failure in the product being processed. When selecting raw materials, the chef de partie chooses high-quality ingredients to maximize production results, but don't forget to always test samples first before ordering too many to know the quality of the ingredients. The choice of raw materials is ensured to be in accordance with the type or product of pastry that we will produce and in accordance with hotel policies, so we are not careless in ordering or choosing the ingredients to be used.

Storage of ingredients, care must be taken to ensure that they last a long time and do not spoil quickly. If ingredients are not stored using Standard Operating Procedures (SOP), the quality of the ingredients will decrease because the shape, aroma and taste will change. according to (Annie 2015) states that Standard Operating Procedures (SOP) are guidelines used to ensure that the operational activities of an organization or company run smoothly. Thus, the pastry at the Novotel Hotel Semarang has stored ingredients correctly according to the space available and uses the FIFO (First in Fist out) system.

Recipe standards, the Novotel Semarang Hotel has a standard recipe that is used as a guideline for making pastry products, from the preparation of ingredients to the temperature used for baking. With the standard recipe, it can be ensured that all employees or staff at the pastry understand and follow the recipe carefully to maintain product consistency and the quality of the taste produced.

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Room temperature, room temperature influences the process of making pastry products because the Novotel Hotel Semarang doesn't have a bread rising machine so when making bread dough such as soft rolls or donuts, if the room temperature is cold it will slow down the process of rising the dough, besides that if the dough is over-proofed it will produce a product that is not optimal, so we have to be clever in managing time during the production process to produce the maximum product at the end to be served to guests.

Workplace cleanliness or sanitary hygiene, to maintain product quality, needs to be taken into account, because there will be no maximum production results if the work environment is not kept clean, so at the Novotel Semarang Hotel, we apply the habit, no matter how much work we do, of ensuring that the surrounding work area is always kept clean so that the food we produce is not contaminated by dirt around the work area.

The Novotel Semarang Hotel implements measures to maintain product quality so that the food we produce produces maximum results to be served to hotel guests so that guests who come to enjoy the food do not get careless quality. Not only that, in this case, the choice of ingredients, processing methods, and recipes used are also very influential if they are not done according to applicable standards, so when making pastry products you cannot be careless in how you process them because you can get a final result that is not optimal.

The following are the steps for processing pastry products at the Novotel Hotel Semarang so that the quality is always maintained:

1. Preparation

Before carrying out the process of processing pastry products, the thing that needs to be paid attention to is the need to prepare the materials and equipment that will be used to process the product, weigh all the ingredients that will be used according to the hotel's standard recipe exactly without less or more and prepare the tools that will be used. For example, processing chocolate muffin products is as follows:

Table 4. 1 Muffin Recipe

RESEP MUFFIN COKLAT		
QTY	UNIT	ITEMS
400	Gr	Sugar
4	Pcs	Egg
450	Gr	Flour
50	Gr	Cocoa powder
25	Gr	Baking powder
5	Gr	Salt
200	Gr	Butter (melted)
250	MI	Milk
10	MI	Vanilla essence
<p>How to make :</p> <ol style="list-style-type: none"> 1. Once the sugar and eggs have risen, add the flour, cocoa powder, baking powder, and salt to the mixer again until evenly mixed. 2. Add butter (melted), milk, vanilla essence then stir again until evenly mixed. 3. Once the mixture is ready, pour it into the muffin tin and top with toppings such as raisins, chocolate chips, cheese, and others. 4. Oven temperature 180 degrees Celsius Tuesday 20 – 25 minutes 		

Steps that must be taken into account when processing the product, make sure to weigh all the ingredients for making chocolate muffins:

- a) The first bowl is filled with sugar and egg scales
- b) The second bowl is filled with flour, cocoa powder, baking powder, salt
- c) The third bowl is filled with melted butter
- d) Prepare milk and vanilla as well as the tools to be used

2. Manufacturing Process

In the process of making pastry products, for example, chocolate muffins, the things that must be done after preparing the ingredients and tools to be used are:

- a) Melt the butter then set aside, because butter cannot be used while it is still hot
- b) Mix the ingredients starting with eggs and sugar at high speed until white and fluffy
- c) Lower the mixer speed by gradually adding the flour, cocoa powder, baking powder, and salt until completely mixed, then increase the mixer speed again until mixed evenly.
- d) Once mixed evenly, add the milk by lowering the mixer speed, then finally add the butter and vanilla essence.
- e) Once the mixture is ready, pour the mixture into the muffin pan that will be used and add toppings according to taste then bake at the temperature and time according to the recipe.

The aim of the product processing sequence is so that all products are processed in accordance with the standard recipes that apply at the hotel, not haphazardly, in addition to ensuring that there are no errors in the manufacturing process because there is already a recipe guide.

3. Final Result

At the end of the pastry product processing process, for example, chocolate muffins, after being cooked in the oven, immediately remove them and carry out the cooling process on a cooling rack. Once they have reached room temperature, the chocolate muffins are ready to be stored in their place and can be used for breakfast, lunch, or other events.

The pastry section's efforts to maintain product quality are by training employees to understand, this is a very important thing because if employees do not understand what they are going to do there will not be optimal final results, unlike employees who understand what their job is so they can make appropriate products and can maintain product quality every day, apart from that, raw materials and processing methods also affect the quality of product quality if there are errors during the manufacturing process or the raw materials are damaged or expired, therefore we need to be careful to avoid things that we don't want. Cleanliness is the main key when processing products because if you cannot maintain cleanliness there will be no product with maximum product quality.

The pastry section's efforts to provide the best standards to guests

Effort is an action or step taken to achieve a certain goal to solve a problem. This may be a strategy, effort or concrete step taken by an individual or group in the hope of achieving a desired result. Efforts can take various forms, ranging from physical activity, problem solving strategies, to plans and other concrete actions to achieve certain goals. According to (Baskoro 2016) Effort is an attempt to convey something or an activity to achieve the desired goal or the conditions for conveying something or an intention (reason, endeavor).

The Novotel Semarang Hotel has many strategies that are used to achieve the best product results in providing service to hotel guests, one of the strategies in achieving this is that the chef de partie plays an important role in the pastry kitchen, the chef de partie has the responsibility to guide staff or employees because the chef de partie is the highest position in the hotel's pastry kitchen and is responsible for every stage of production starting from selecting high-quality ingredients to the right processing techniques. With guidance or direction from the chef de partie, it will produce pastry products that are of good quality and in accordance with applicable hotel standards such as usage. The raw materials to be produced, the processing methods according to existing instructions, and the standard recipes used must be in accordance with those in the hotel, thus the role of the chef de partie is not just a leader in the kitchen but as a mentor who inspires staff to provide the best standards to the guests of our hotel.

In order to achieve the best product standards, there needs to be creativity in producing or serving a menu, thus staff must be able to innovate in making products and create new variations with delicious flavors so that they leave an impression on the guests who enjoy them. Usually pastry dishes are served at breakfast or events in hotels. At breakfast, the must-have pastry menu is: white bread, whole wheat bread, donuts, muffins, soft rolls, various jams, pancakes, waffles, croissants, baguettes, bread butter, and market snacks.



Figure 4. 4 Set Up Events
Source: Personal Documents



Figure 4. 5 Set Up Breakfast
Source: Personal Documents

Breakfast at the Novotel Hotel Semarang in the pastry section usually displays live cooking at the pastry stand. This makes guests feel satisfied because apart from getting freshly cooked food, guests can also see how the food is made, the menu served for live cooking is of course different every day, usually mostly sweet foods such as pinch cakes, pukis, pancakes, waffles and many other menus. With this, the pastry section is a food stand that attracts the attention of guests to come. With this opportunity, the staff or training who look after the pastry stand can provide friendly service to guests so that guests feel satisfied with everything from the food served, to friendly service so that it makes guests have a positive impression of the hotel.

The pastry section at the Novotel Hotel Semarang, in carrying out daily product production, must make an effort to create creative menu innovations to create new menus that are attractive and appetizing to the guests who enjoy them. Meringue cookies are one of the new menu items that are produced to garnish the welcome cake that will be given to guests. The aim is to beautify the appearance of the welcome cake itself. Apart from that, at the pastry stand at breakfast, there is a new menu such as mandarin cake. With this new cake variation, you can be sure that guests will be interested in trying it. Maintain the quality of taste and appearance for guest satisfaction. It is always important to strictly control the quality of the products that will be served to guests to ensure that the pastry products served meet the standards that have been set with the aim of guest satisfaction, starting in terms of taste, texture, and appearance. Before the product is served to guests, always make sure that the shape and appearance are still suitable for serving because

usually during storage the shape sometimes changes a little, apart from that, usually various types of pastry can last for two more days in storage, sometimes the texture is a little different, such as a little hardened or wrinkled, therefore it is important to always control the quality of the product that will be served to guests so that there are no complaints and we can provide the best standard that our hotel has.



Figure 4. 6 Cakeshop
Source: Personal Documents

Pastry at Novotel Hotel Semarang has a cake shop located in the hotel lobby selling various kinds of cakes such as whole cakes, soft rolls, donuts, fruit pies, pastries, and various other types of cakes. When selling pastry products, you can be sure that these products are the best products to be sold in cake shops to prospective buyers. The pastry section at Novotel Hotel Semarang pays attention to the quality of the raw materials used because the quality of the raw materials is very influential in the final results of the products we process, in processing our products we are also not careless because this can also cause failure in production results, every step in the process of making pastry products is carried out with precision in accordance with predetermined standards such as weighing raw materials must be in accordance with the recipe, not less and not more because if it is wrong it will cause failure, therefore it is necessary to be careful in the manufacturing process and the sequence of processing methods, because if the staff ignores the correct procedures then will have an impact on the quality of production results. Consistency is the key to maintaining customer trust, therefore the pastry section always ensures that the products we sell at the cakeshop have consistent production quality in terms of taste and appearance because we process them according to procedures.

CONCLUSION

Based on the results of research that has been carried out at the Novotel Hotel Semarang and the discussion that the author has analyzed in the previous chapter, along with the data that has been obtained from the research techniques carried out, it can be concluded that:

1. The pastry section, in maintaining product quality, is not carried out haphazardly, but rather adheres to standard operating procedures that apply to the hotel, so it requires special attention, such as employees who are experts in their field, selecting raw materials to be used for the pastry making process, cleanliness of the workplace during production, equipment to be used and storage areas. Recipe standards also have an important influence on the process of maintaining product quality because, with these recipe standards, we as employees have accurate guidelines to maintain product quality so that there are no different results.

2. Novotel Hotel Semarang has its efforts in providing the best standards to hotel guests, by developing employee creativity in creating new menus so that innovations can be produced and served to guests. From the manufacturing process to the time it is served to guests, we can be sure that it is the best product that we make, therefore we prioritize guest satisfaction in enjoying the food served at breakfast, events, or purchases at the cake shop.

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