



Effectiveness Training Employee to Improvement Service Hotel at Pullman Bandung

Faris Fathurohman

Study Program Hospitality, STIEPAR Yapari Bandung

Email: faris11des204@gmail.com

Dimas Rekso Baihaqi

Study Program Hospitality, STIEPAR Yapari Bandung

Email: pausjp60@gmail.com

Abstract. One form of employee development is to provide training to employees to improve hotel services. This training is very beneficial for employees because not only will their performance develop but they will also be ready when they will lead a company. Providing training to employees is an investment for the company not only for individuals, but for the company as a whole, with this training employees are helped to do the existing work, and improve their ability to carry out their work. It was found that there was a positive and significant influence between employee training and improving the quality of hotel services. This study aims to analyze the effectiveness of employee training programs on improving hotel services at Pullman Bandung, the implications of these findings indicate importance investment sustainable under development source Power humans to achieve service excellence.

Keywords: Employee Training, Performance Improvement, Service Quality, Economy Class Hotel, Pullman Bandung.

1. BACKGROUND

Employees are an important part of a company, some employees face... direct with guest for give service in the form of service service. Good employee performance has a big influence on hotel development. Hotels provide services in the form of services so employees must provide good service because with that... provide services Which Good will become reject measuring customer For stay back at the hotel itself.

Employees work in a hotel with their respective assigned positions. For reach objective This, for employee in demand For do service good to the guests who come, employees who do it well are expected to improve the overall performance of the company. Which will ultimately bring mutual prosperity.

Wrong One form improvement quality employee Which in do company usually hold training or training. Training This No only For employee new just But for old employees, retraining is usually carried out. The reason for holding training for old employees is that they are expected to be able to lead the company and can guide for employee new. Training This is investment for company, not just for individual employees, but for the entire company.

Effectiveness training employee is matter which important For done especially to develop human resources. This training aims to improve employee performance towards guests and employees are able to follow developments in the world of work and business according to their respective positions.

This training has been conducted by the Pullman Bandung hotel to maintain the performance of its employees in serving guests who come to the hotel. Guests who come to Pullman Bandung always expect service Which Good in all aspect so from Pullman Bandung always holds employee training effectiveness. This training is carried out periodically in order to be able to apply a positive impact to employees.

The effectiveness of employee training on improving hotel services is an important aspect in the hotel industry, this has a great influence on the hotel industry. Human Capital Theory states that investment in employee knowledge, skills, and abilities (human capital) is a strategic resource that can increase organizational productivity and performance. Employee training is one form of human capital investment that aims to increase competition. individual. In context hospitality, training which effective can equip employees with product knowledge (hotel facilities and services), good communication skills, the ability to handle customer complaints professionally, and a deep understanding of expected service standards. This increased competition directly contributes to employees' ability to provide high-quality service.

The service-profit chain model links employee satisfaction, employee retention, employee productivity, external service value, customer satisfaction, customer loyalty, and profitability company. According to theory this, investment in employees, including through effective training, will increase employee satisfaction and loyalty. Satisfied and skilled employees will be more motivated and able to provide high-quality service, which in turn will increase satisfaction loyalty customer, as well as finally have a positive impact on profitability hotel. Training plays an important role in creating “capable employees” who are the main pillars in the service profit chain.

Social learning theory emphasizes that individuals learn through observation, imitation, and modeling of the behavior of others. In a training context, employees can learn effective service skills and behaviors through observation of experienced instructors or coworkers, as well as through bait come back and strengthening positive towards behavior desired. A well-designed training program will utilize social learning principles to facilitate the acquisition of needed service skills.

2. RESEARCH METHODS

Study this use method qualitative and quantitative (mixed method) for understanding the effectiveness of employee training on improving hotel services as well as the impact towards improving employee performance.

- a. Type as well as approach study this nature descriptive with approach studies case, which was conducted at the Pullman Bandung Grand Central Hotel, Bandung, because it has employee training effectiveness activities that have been clearly implemented.
- b. Subject study this covering staff line front hotel (receptionist, concierge, bellboy, guest service staff), department managers, and the Human Resources (HRD) team.
- c. Direct Observation Data Collection Techniques: Observing intern performance, observing staff interactions, as well as efficiency and professionalism.

In-depth interviews were conducted with employees who had attended the training, management Pullman Hotel Bandung, as well as for guest thing this use For understand the purpose and application of employee training.

3. RESULTS AND DISCUSSION

Employee training is one of the main strategies in the hospitality industry to maintain and improve the quality of service to guests. In the context of Pullman Bandung Hotel, which is part of the Accor international network, training does not only function as an operational routine, but as a strategic element in maintaining the high-class service standards expected by guests of a five-star hotel.

Based on the results of observations and data collection, the training conducted periodically at the Pullman Bandung Hotel has proven to have a significant impact on improving employee competency, especially in terms of customer service, cross-cultural communication, and work efficiency. Employees who have participated in the training showed an increase in self-confidence when interacting with guests, mastery of service ethics, and the ability to handle complaints professionally and provide solutions. This has a direct impact on customer satisfaction, which is reflected in the increasing score of positive reviews and testimonials on various online platforms such as TripAdvisor and Google Review.

Furthermore, the training conducted does not only focus on technical aspects, such as food presentation procedures or check-in/check-out procedures, but also on the formation of work characters that are oriented towards friendliness, empathy, and speed of service. This soft skill training program is very important in creating a personal and memorable service atmosphere for guests, which is the main selling point of luxury hotels such as Pullman.

The effectiveness of training is also seen from the higher employee retention rate, as well as the creation of a conducive and professional work atmosphere. With ongoing training, employees feel appreciated and supported in their career development. This encourages loyalty to the company and reduces employee turnover, which ultimately helps maintain consistent service to guests.

However, the success of training does not solely depend on its frequency, but also on the contextual curriculum design, the relevance of the material, and the quality of the instructors. At Pullman Bandung, training is designed with a needs-based training approach, so that the material delivered truly answers the challenges in the field. In addition, post-training evaluations conducted periodically help management measure the effectiveness of the program and make improvements according to the dynamic needs of the hotel industry.

Thus, employee training has proven to be an important investment for improving the quality of service at Hotel Pullman Bandung. Not only to create an extraordinary guest experience, but also to build a professional, adaptive, and superior work culture in the increasingly competitive hospitality industry.

Based on from results this research, give a number of recommendation about how training employee impact on service hotel recommendation what can be conveyed is:

- a. Training Which Sustainable: Hotels should no only provide training once in a while. Program training which sustainable and structured need to be implemented to ensure employees continue to develop themselves.
- b. Focus on Skills Holistic: Training should No only focus on technical skills, but also on communication skills, problem solving and teamwork.
- c. Personalized Training: Every employee is unique, with unique development needs. Which different. Hotels can consider to tailor training programs to individual or team needs.
- d. Comprehensive Measurement: Evaluation of training effectiveness must be done comprehensively. comprehensive, No only depend on One metric just. Bait come

back from guests, employee performance observations, and other business indicators can be used to measure the impact of training.

- e. Collaboration Industry-Academia: Study more carry on Which involving collaboration between industry practitioners and academics can help develop more effective and innovative training models.

4. CONCLUSION

Based on the results and discussion regarding the effectiveness of training at the Pullman Bandung Hotel, the author concludes that the Pullman Bandung Hotel has provided... training – training Which best Which Can given For reach effectiveness, food can be concluded as follows:

Training as an Investment: The document emphasizes that employee training should be viewed as a long-term investment. It is not just about increasing performance individual, but Also about prepare employee for future leadership roles and overall enhance the company's capabilities. In other words, companies that invest in training create a dynamic work environment, where employees continue to develop and the company becomes more competitive.

Impact on Quality Service: Training employee in a way direct contribute to improving service quality. This includes various aspects of hotel service, such as friendliness, speed, and cleanliness. With proper training, employees become more competent, confident, and able to provide a positive experience to guests.

Implications Strategic: Findings study This own implications strategic important for hotel management. Documents recommend the need training sustainable, focus on holistic skills (not only technical but also communication, problem solving, and teamwork), personalization of training to meet individual needs, and comprehensive measurement of training effectiveness.

Confirmation Significance: Study This empirically confirmed the importance of human resource development in achieving service excellence. This provides base Which strong for hotel For prioritize training employees as an integral part of their operational strategy.

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