

Obstacles And Strategies For Purchasing InProcurement Of Quality Goods At Awann Sewu Boutique Hotel & Suite Semarang

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***Abstrac.** Rizky Fitriana Ayuningtyas. C13.2019.00251, 2023. Obstacles and Strategies for Purchasing in Procurement of Quality Goods at Awann Sewu Boutique Hotel & Suite Semarang. Hospitality Management Applied Undergraduate Study Program, Faculty of Cultural Sciences, Dian Nuswantoro University. The Purchasing Section is part of the accounting department which is fully responsible for procuring goods as requested by the department, so that hotel operations runs smoothly. This final project aims to describe the obstacles and find out the strategy of the purchasing department in the process of procuring goods at Awann Sewu Boutique Hotel & Suite. The author sees that there are obstacles faced by the purchasing department when the process of procuring goods at the hotel. Barriers are prone to occur both from the initial order until the goods have been sent which can affect hotel operations. Besides that, the author also looks at the strategies implemented by the purchasing department to overcome obstacles. This study uses a qualitative descriptive method for the data collection process. The data obtained were collected by interview, observation and documentation techniques so as to obtain accurate data regarding the barriers and strategies of the purchasing department in procuring goods. The results of this study describe the obstacles in the Purchasing department in the process of procuring goods at Awann Sewu Boutique Hotel & Suite, so that the Purchasing department needs to implement a strategy in procuring goods to overcome the occurrence of obstacles.*

***Keywords:** Obstacles, Strategy, Procurement.*

INTRODUCTION

The hospitality business in Indonesia is growing very significantly and is showing progress in line with the tourism sector today. According to Pranatha (2020) Tourism has become a very important part that is competent as an addition to the country's foreign exchange and is an attraction for foreign tourists to come to Indonesia, but cannot be separated from the role of hotels as accommodation facilities.

The hotel itself is defined as a type of accommodation that operates accommodation services, food and beverage providers for arriving guests and other service facilities. According to Sambodo & Bagyono (2006) a hotel is a place that provides accommodation and food services to travelers who rent rooms or rooms in these places.

Definition of Hotel According to Sulastiyono (2006) a hotel is a company or business entity that provides lodging services for people who are traveling. Looking at the city of Semarang, hotel growth is currently increasing. So that it can turn on the competition of hotel managers to gain the trust of guests to stay. The advantages of each hotel are applied and considered in order to survive in the competition. The hospitality industry does not only include hotels and restaurants, but also includes various types of businesses and facilities that can pamper guests.

Awann Sewu Boutique Hotel & Suite is a boutique hotel that is equivalent to a four-star hotel, located in the heart of Semarang, next to the famous iconic historical buildings, namely Lawang Sewu and Tugu Muda. Awann Sewu Boutique Hotel & Suite can be said to be a boutique because it has a unique characteristic that makes this hotel unique. These uniqueness include void interior, modern design, retail at-home, video tron, hospitality tv, and so on. Awann Sewu Boutique Hotel & Suite also has many facilities that can be enjoyed by guests staying at the hotel, so that guests can achieve satisfaction. Facilities at Awann Sewu Boutique Hotel & Suite include a restaurant, bar, kids playground, spa, fitness, gallery, and others. To complete all the facilities in the hotel, of course, it is necessary to procure goods.

Purchasing Section is part of the Accounting Department. Accounting department manages all financial entry and exit from the company / hotel. The Accounting Department has several sections that hold different responsibilities but are interrelated between one part and another. One of the sections in the Accounting Department that manages all purchases or procurement of goods in hotels is of course the Purchasing section. Purchasing has the responsibility to provide all the needs of the hotel in the procurement of goods in the form of goods that are daily or by request. According to Suarsana (2007) Purchasing department is a place or center for conducting purchase transactions of all types of goods needed for hotel operations, so that the purchasing party is often referred to as the center for purchasing goods in companies or hotels. Meanwhile, according to Assauri (2008) Purchasing is an important function in the successful operation of a company. This function is entrusted with the responsibility of obtaining the quantity and quality of materials available when needed at prices that are in accordance with the prevailing prices. The main objective of Purchasing is to obtain goods at the lowest possible cost while maintaining good quality and responsible service. According to Assauri (2008) purchasing is an important function in the successful operation of a company.

According to Wiriya (2016) purchasing has the duty and responsibility to purchase goods from suppliers that are needed by all other departments within the hotel. This function is burdened with responsibility in order to obtain the quantity and quality of materials available when needed at the appropriate nominal price. which took place at that time. Procurement

Goods are not only limited to bringing in goods in a timely manner and according to the specified price budget, but also about how to get good suppliers and quality goods at prices that are equivalent to the goods procurement mechanism. According to Pujawan (2005) Suppliers are companies or individuals who prepare the resources needed by companies and competitors to produce certain goods or services.

The process of procuring goods does look easy, but obstacles can also occur when the procurement of goods is carried out from the ordering process until the goods arrive. According to Arifa (2020) an obstacle is an obstacle in the form of an obstacle or situation that is not wanted/liked. Barriers to procurement of goods occurred at Awann Sewu Boutique Hotel & Suite, which was directly faced by the purchasing department. There are many factors that become obstacles to the procurement of goods which are very important to pay attention to and need to know the way out. Obstacles faced from the difficulty of finding goods to shipping problems. The department asks that the procurement of the desired goods must come according to what is needed, even though it does not know how the Purchasing department gets it. So Purchasing needs to implement a strategy in procuring goods to support hotel operations. According to Tjiptono (2008) strategy can be interpreted as a plan that is used for distribution and certain uses to achieve the goal of an action. Purchasing also needs to work well with suppliers so that it can be profitable for the company and get quality goods. According to Ni Luh Putu in the journal Sihombing (2017) Quality goods are goods that fulfill consumer desires and become the main asset for companies in achieving a dominant market. Therefore, in order to get quality goods Purchasing needs to have a strategy in procuring goods and paying more attention to obstacles in procuring goods.

RESEARCH METHOD

In this study the author uses a research method that is descriptive qualitative. The qualitative descriptive method was used by the authors to complete the research on "Barriers and Strategies of the Purchasing Section in the Procurement of Quality Goods at Awann Sewu Boutique Hotel & Suite Semarang".

Data collection techniques are the most important part of a research. With data collection techniques, the main objective of a study can be resolved. This study uses qualitative methods with several data collection techniques, namely: interviews, observation, and documentation.

1. Interview

The interview is the process of conducting questions and answers from both parties, namely the interviewer and the resource person who will provide answers so that a question gets an accurate answer. According to Fadhallah (2020) Interviews are a process of asking questions and answers between the two parties which are carried out face to face where one party has the role of being an interviewer by asking questions and the other as a resource person to provide information or an answer to a question. Therefore, researchers collected data by asking questions directly with Awann Sewu Boutique Hotel & suite employees. The resource persons were asked for their opinions and main ideas about Barriers and Purchasing Strategies in the Procurement of Quality Goods at Awann Sewu Boutique Hotel & Suite.

2. Observation

According to Widoyoko (2014) observation is observing and recording in a systematic way the elements seen in a symptom in the object of research. The author made observations at Awann Sewu Boutique Hotel & suite by observing to find out and get a real picture of Barriers and Purchasing Strategies in Procurement of Quality Goods at Awann Sewu Boutique Hotel & Suite.

3. Documentation

Documentation according to Pasolong is a record of events that have passed, (2012) documents can be displayed in the form of writing, pictures, or someone's monumental work. Documentation is a technique for collecting data from pictures or writing according to research that is used as accurate evidence. The author carried out documentation in the form of photos to complement the use of interview and observation methods carried out by qualitative research methods. so that the authors also get evidence of research conducted in the field to strengthen the research that was made.

Data analysis is a process of searching and systematically compiling interview data, observation and documentation by organizing data and choosing between what is important and what needs to be studied and making conclusions so that it is easy to understand according to Sugiyono (2007). So qualitative data analysis according to Miles and Huberman is carried out using an interactive way through the process of data reduction, data display, and internal verification.

So in this study the authors used data analysis techniques according to Miles and Huberman in Sugiyono (2015) with the following data collection stages:

1. Data Collecting (stages of data collection)

Carry out the data collection stage by means of interviews, observation, self-report and documentation. The author also tries to multiply the search data so that the results will be more varied.

2. Data Reduction

Carry out the data selection stage to be summarized according to the results of the data obtained. At the data reduction stage, the reports obtained in the field are summarized and then selected according to the main data, then focused on what is important and clear and then looking for themes or patterns. The results of data reduction can facilitate research to find the necessary data.

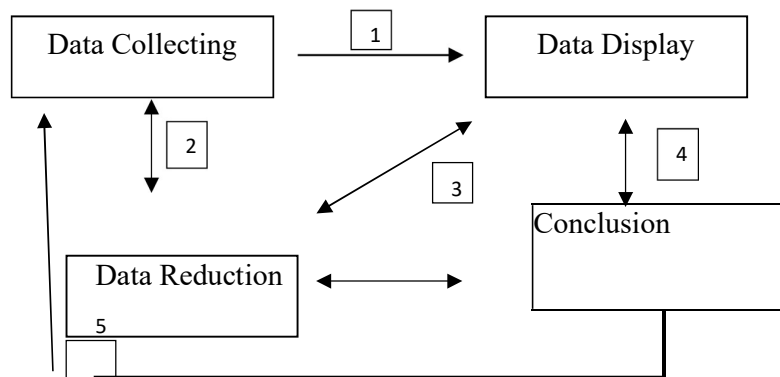
3. Data Display (data presentation)

Usually in the data presentation stage in qualitative research, the form of presentation is in the form of narrative text (the form of recording obtained in the field). So that the data will be organized and arranged in a relationship pattern so as to make it easier to understand. Presentation of data is an activity carried out when data collection is arranged in a systematic and easy to understand manner, so that conclusions can be drawn from research.

4. Verification and conclusion

This stage is the last stage in the research. This stage aims to find the meaning of the data collected during the research, by looking for relationships or similarities or differences to draw a conclusion so as to get answers to the problems that have been researched. The conclusion begins to be very vague at the beginning when trying to draw conclusions, and is very doubtful, but over time, as more data is obtained, the conclusions become more complete. Then there is verification as long as the research takes place until the final conclusion is reached.

The following is an overview of data analysis according to Miles and Huberman in Sugiyono (2015):



FINDINGS AND DUSCUSSION

There is a procurement of goods requested by the departments in the hotel, the Purchasing department sometimes experiences obstacles that occur, during the ordering process, until the goods are received. The following are factors that can hinder the procurement of goods and strategies to minimize the obstacles at Awann Sewu Boutique Hotel & Suite Semarang, namely:

a. Availability factor

This factor is according to Trada's purchasing department (Interview technique, 15 May 2023) *"The factor of availability of goods is when the procurement of an item requested by the department is more than the stock owned by the Supplier. So that Purchasing needs to find another supplier who has these items to fulfill the request from the department..."*

b. Delivery factor

In the delivery of goods according to Trada's purchasing department (Interview technique, 15 May 2023) *"Delivery factors also vary according to the provisions made by the supplier. Purchasing needs to know the characteristics of the Supplier one by one and apply it when ordering goods, so that the goods can arrive ontime "*

c. The difficulty factor is finding the items needed / stock of rare items on the market

According to Trada's purchasing department (Interview technique, 15 May 2023) *"The stock of goods that are scarce on the market is a real problem. On the one hand, the department asks for goods to be available, but on the other hand, the items requested are difficult to obtain. so sometimes Purchasing makes purchases online. With the consequence that goods cannot arrive within a short period of time.. "*

d. The factor is the lack of purchase request attachments from the department

According to Kurnia's Cost Control section (Interview technique, 15 May 2023) *"When a department requests to procure an item, it is necessary to make a purchase request attachment in advance, and include the department head's signature. So Purchasing can place an order. Sometimes the procurement of an item is requested without the approval of the department head so that it can damage the company's costs because it is not certain that the item requested is the item that really needs to be purchased. "*

e. Factors demand goods suddenly (urgent)

According to Kurnia's Cost Control section (Interview technique, 15 May 2023) *"Sudden requests also cause problems. If the goods requested suddenly appear on the market, the obstacles may be very small, but if they are very rare on the market, Purchasing requires more effort. If an urgent item is difficult to obtain, it is necessary to replace it with another item with the same function and is easy to obtain. "*

f. Lock payment factors and transaction limits provided by Suppliers to hotels

According to Kurnia's Cost Control section (Interview technique, 15 May 2023) *"Sometimes there are suppliers who limit the maximum spending. Suppliers who use the system for their operations, when there is a customer who has exceeded the credit transaction limit, the system will lock the payment automatically, so that the customer cannot place an order until he makes a payment. "*

g. The specification factor of the goods requested is difficult, so it is difficult to find on the market

According to Kurnia's Cost Control section (Interview technique, 15 May 2023) *"This factor is almost the same as the difficulty factor in finding the items needed. The difference is that the difficulty factor in finding the required item means that the item requested is only sold in certain places, while the specification factor of the item requested is difficult, namely the item requested has special specifications that are rarely on the market, so sometimes it requires special orders according to the specifications "*

CONCLUSION AND RECOMMENDATION

Based on the results of research conducted at the Awann Sewu Boutique Hotel & Suite, as well as the discussion that has been analyzed by the author in the previous chapter and also all the data that has been obtained from the research technique, the following conclusions can be drawn:

1. The obstacle factor for procuring goods at Awann Sewu Boutique Hotel & Suite needs to be considered for the sake of hotel operations, at least trying to minimize the occurrence of these obstacles. At Awann Sewu Boutique Hotel & Suite, the purchasing department has obstacles including the availability of goods, the shipping factor, the difficulty of finding the items needed / stock of rare goods on the market, the factor of the lack of purchase request attachments from the department, the factor of sudden (urgent) demand for goods, the lock payment factor and transaction limit provided by the supplier to the hotel, as well as the specification factor for the goods requested are difficult so that they are difficult to find in the market.
2. Purchasing at Awann Sewu Boutique Hotel & Suite needs to implement strategies to minimize obstacles. The strategy used must be in accordance with the obstacles that occur so as not to deviate from the obstacles. This strategy can make purchasing not easy to blame because of obstacles in the procurement of goods.

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