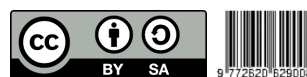


# Education and Training Management in Increasing the Quality of Professional Competence in Customer Services Entrepreneurs

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## Abstract

The phenomenon of the problem of education and training management in improving the quality of competence in catering service entrepreneurs, against the background of the problems raised, the basic implementation of understanding education and training management in improving the quality of professional competence of catering service entrepreneurs has not been supported by management and training that can improve the quality of competence. Research develops the theory of Food & Beverage. Qualitative research procedures through observation, interviews, documentation and triangulation management. Focus research questions include; 1) Planning; 2) Organizing; 3) Implementation; 4) Supervision; 5) Problems, and; 6) Education and training management solutions in improving the quality of professional competence of catering service entrepreneurs. Research result; 1) Planning, education and training planning in improving the quality of the competence of catering service entrepreneurs are not fundamentally based on a complete understanding of the catering business supported by knowledge, understanding, skills and attitudes in a competent manner in building the profession in catering business activities. held; 2) Organization, is still passive and has not rooted in system development in an effort to build a systematic and educational and training mechanism that builds professional competence in the scope of the catering business; 3) Implementation, not based on potential analysis and development of human resources that support catering business activities so that the increase in professional competence is not clearly measurable and projected in the achievement of improving the quality of professional competence of catering service entrepreneurs; 4) Supervision, has not been optimized in the development of evaluations to build future improvements in the competence of the catering business profession 5) Problems, juridical, administrative and technical understanding in the catering business itself have not been fundamentally understood by catering service entrepreneurs so that in its development it is difficult to build and fundamentally improved knowledge competence, technological developments and understanding attitudes in building effective cooperation between the catering service entrepreneurs themselves; 6) Solutions, understanding the value of learning in knowledge, environmental and social analysis are built and developed as the basis for improving professional competence.

**Keywords:** *Training Management, Education, Entrepreneurs, Professional Competence, Costumer Service.*

## **INTRODUCTION**

The initial study found that catering services related to F&B are very basic in the scope of the implementation of the catering service business activities that are held. These opportunities can actually provide added value for economic, social and cultural development if the service system and services of the catering service entrepreneurs are improved on the basis of competence and the quality of the service itself. Accumulatedly, the understanding of the value of F&B itself is still weak so that in increasing the value that is built in this understanding it needs to be improved and evaluated in each implementation.

The importance of education and training management itself is the key to the success of professional competency development which is determined by Indonesian catering entrepreneurs themselves, having pocketed permits and development cooperation in the form of professional certification from the Professional Certification Institute (LSP). This linkage has given meaning to support that the development of professional competence itself is a benchmark in increasing the catering service business.

Another development of the principle that is the root of the implementation problem, this research study itself is needed, namely the implementation of training and education carried out by catering service entrepreneurs, where the implementation step itself is still a mechanism based on the general knowledge development process based on specific F&B which is basically inventoried. Education management in this mechanism is based on the absence of a comprehensive study, where the education system itself broadly and fundamentally shows the direction and achievements that are set to build the embodiment of values. The expected value in the implementation of this research is the development of increased professional competence.

The basic understanding behind this research itself is built on public social activities. The basis for determining their own understanding of the implementation of value development in the form of the implementation of education and training, which was built by the association of Indonesian catering business operators, is generally built on the understanding that the business unit "operates in an environmentally friendly manner". (Dees, 1998:54). Business continuity is a part of determining the form of education and training where the value of this activity is known for its high failure rate, based on calculations on paper, and employees who are not prosperous (Parse, Self, Njite, & King, 2005:305). Sustainability relationship itself needs a basic understanding of social ecology, where the catering business is mutually beneficial relationship with stakeholders and involvement with local residents (Dees, 1998:58). In this case, the tendency of self-developed forms of implementation, in understanding the scope of the implementation of the catering service business, is built where:

" Entrepreneurs can state social goals without actually creating social value, and there is no reason to suggest that to create social value, an entrepreneur should state this as an explicit goal" (Acs, Boardman, & McNeely, 2013: 787).

In the scope of education and training of these values, it must be a big concern where F&B is very rooted in processes that are built directly on a micro or macro level. The development of an understanding of values that is built in the education and training system itself, needs to build a basic form of understanding that the entrepreneur's lifestyle is defined as: "Not a wealth seeker or

financially independent fan [Those] individuals who own and operate businesses that are in line with the values their personal beliefs, interests, and desires" (Marketti, Niehm, & Fuloria, 2006:241).

The emphasis of the system in developing professional competence itself is built not only in the aspect of the entrepreneur, but all the elements that make up a group or team of catering business activities. This is based on values, where catering activities within the scope of F&B involve a form of teamwork. Exploring operational values in terms of implementing the implementation of education and training itself needs to emphasize the form, as the provider of a catering service business in its implementation, must be able to develop a basic implementation sector, individually entrepreneurs or work implementers of catering business activities. These two different things are a basic reflection of the value of process control, which is the basis for the implementation of education and training management in improving the quality of competence of Indonesian Catering Service entrepreneurs. This basis itself is built with the idea that catering business activities are built on the basis of individual collaborative social forms of catering business activities that deserve academic attention (Montgomery, Dacin, & Dacin 2012).

The background of the problem which is the object of the development of education and training itself, is built on the scope of the implementation of the catering service business itself. In this case the classification of business forms becomes part of the basic thinking of implementation, which must be built in the background of the problems that will be faced. The scope concerns the capacity and reach of the developed catering business, based on the capacity built based on the thoughts of Botha, van Vuuren, and Kunene (2015).

Basis for Supervision, as part of the implementation indicators, the value of developing the results of the implementation of this education and training, builds a balanced scope of work for the catering business which interacts with each other to improve and build one another, in providing support for business activities. This component includes the development of a balancing system of small, medium and large entrepreneurs, as well as supervision that develops values where competency improvement is realized through the implementation of education and training in building motivation, securing resources, operations, financial management, legal skills, and marketing (Botha, van Vuuren, & Kunene, 2015: 63).

Especially in the research material organized by the association of catering business operators themselves, it shows that the value of the process built in this education and training is based on the scope of non-formal development, as the basis built in it is based on the scope to "explore how they can positively increase the impact of in the communities where they grow" (Dhiman & Marques, 2011:5). The purpose of this understanding itself is to foster a form of developing the value of work program units within the scope of F&B, in order to improve the development of the catering service business that is carried out. In this case, the background of the problem of the consequences of understanding the value of education and training itself is still limited, education and training are still seen as a sector of competitiveness and not in community development that is built and embedded in a joint business, becoming a sustainable relationship in developing the operational value of a food service business that is sustainable held.

The basic principles that are formed in the implementation unit of the catering business activity itself are built with an understanding of processes that are managed in an open and responsible manner and, in particular, involve employees, consumers and stakeholders who are affected by their commercial activities (Social Enterprise, 2011). This shows that the process unit carried out within the scope of the catering service business itself is open, supported by responsibilities both related to raw materials, raw materials, processed materials, processes, presentation and services as a whole. The involvement of human resources in it is unavoidable, services built to provide customer satisfaction are the benchmark targets. In addition, commercial thinking on the basis of determining the basic value of socio-ecological or socio-economic forms has been developed. The principle of fundamental difference in it, is the key where sustainability and sustainability become the benchmark for basic development in the education and training process carried out

## **METHOD**

Qualitative research is the basis for the implementation of this research activity. The basis for determining the scope that explores as much information as possible with the development of the best understanding is needed in determining the results of the research. System support for the application of data presentation techniques is built by observation, interviews and documentation. The basic scope of observation itself determines the direction of the basic picture related to the study, while the interviews show a more in-depth description of the elements built in the research framework as a research grid.

## **RESULT AND DISCUSSION**

### **1. Education and Training Planning in Improving the Competence Quality of Catering Service Entrepreneurs**

Planning for education and training in improving the quality of professional competence for Catering Service Entrepreneurs is a form where the unit for implementing education and training management in improving the quality of professional competence for Catering Service Entrepreneurs in order to build the consequences of its implementation needs to be supported by a clear vision, mission and directed objectives to improve professionalism that is consistent with the standards. in the implementation of the Catering Service Entrepreneurs implementation process.

Planning for education and training in improving the quality of professional competence for Catering Service Entrepreneurs requires a pattern of support from all parties at the national, provincial and city/district levels to mutually provide a pattern to support understanding and improvement of work units in improving professional competence for Catering Service Entrepreneurs

Planning is formulated in a unitary system of togetherness in looking at all future opportunities and backward evaluation of the results of each entrepreneur's input as an indicator of the development efforts that will be carried out.

Planning by looking at the basic components of the competencies that are built in the catering service implementation unit in the technical implementation of the Catering Service Entrepreneur is supported by the human resources in it.

The key to planning is built by establishing units on the basis of establishing a more structured system and building on efforts to increase the competence of the Catering Service Entrepreneurs through a systematic structured education and training process concerning all components related to the competencies of the Catering Service Entrepreneurs carried out.

The grouping of Catering Service Entrepreneurs themselves is carefully planned in the form of the Association of Indonesian Catering Service Entrepreneurs. In a vision, each Association of Catering Service Entrepreneurs really wants the education and training process built on research, but in this case the vision is also built on the understanding that catering activities which is currently running is still traditional management which is almost implemented in all levels. The form of optimizing the form of education and training is highly expected by policy makers in the catering service business unit in the respective divisions they manage. Not only in the development of Catering Service Entrepreneurs which he organizes himself which is part of developing the value of training and education, but includes all the consequences of achieving the results of each entrepreneur within the control of his organization.

The purpose of education should be in line with the needs that are the basis for the expectations of the Catering Service Entrepreneurs, so objectively it is stated that so far the implementation of education and training has not reached the target of the Catering Service Entrepreneurs in their area. Competently, it requires directed implementation and development in the unit. In the unit, the education and training management mechanism has not been managed and implemented in a directed manner.

The basic scope that is carried out in the environment is education and training with implementation four times a month, this is because the mobilization of the West Jakarta area is very fast and coordination is needed in balancing the work units of the Catering Service Entrepreneurs carried out in their area. The basis for determining the scope of education and training activities in the region is built with a process of developing and introducing a catering service business by balancing the value of understanding the principles of technology in supporting a professional catering business.

## **2. Organizing Education and Training in Improving the Competence Quality of Catering Service Entrepreneurs**

The bottom-up organization begins with a unit in which each entrepreneur identifies its human resources competently in the catering service implementation unit. This arrangement is built to create a form of directed development that will be developed in the unit of the training education process plan that will be implemented.

The results of the implementation are coordinated at the association level which will accommodate the form and systematic process of implementing activities to increase the activities of the Catering Service Entrepreneurs carried out in the management of their members in accordance with the needs of the implementation. The direction and achievements of education are formulated in this organizational unit as a determination of the direction of competency development that will be improved.

The implementing unit for organizational activities carries out the submission of a certification proposal to the LSP institution and regulates the pattern of training work to become a certification implementation program by the BNSP unit as a juridical technical implementer who builds legal

certification activities for government administration in the field of competence of Catering Entrepreneurs.

The implementation of education carried out in its management has not been built in terms of education and training management as research, but the organizational implementation of the scope of human resource development that is rooted in building performance is simultaneously carried out in accordance with the standards set by the Association of Catering Service Entrepreneurs. The consequence of the value of education being implemented has not been directed towards increasing the quality of professional competence in a fundamental way.

The basic unit of carrying capacity of the implementing process in the organization in its environment has not yet determined the principle of education in a fundamental way, technical implementers who carry out educational activities in the human resource development unit within the Catering Service Entrepreneur organization in their area are still sporadic in which the development is built on the basis of input and orientation in building current business development and stability.

### **3. Implementation of Education and Training in Improving the Competence Quality of Catering Service Entrepreneurs**

The implementation of education and training in improving the quality of the competence of Catering Service Entrepreneurs is accommodated by the catering service association as a technical implementation control institution that builds business groups on an accumulated basis from each region. Systematics of education and training that meet process standards, content and objectives in increasing the professional competence of Catering Service Entrepreneurs. Developed in a structured implementation with a continuous mechanism, both in the training education system at the level of the Catering Service Entrepreneur, as well as at the same association level, developing a sustainable education and training system.

The linkage of understanding values in the effort to implement education and training activities in improving the professional competence of Catering Service Entrepreneurs needs to be built in an integrated manner with the basic process capacity in its implementation. Competence is supported by the capacity of the consequences of all implementing the work activities of the Catering Service Entrepreneur. This concept determines the continuity of the process in which the implementation of the Catering Service Entrepreneur in terms of business and service improvement can be developed in a directed manner.

The implementation step by assembling the implementation unit for the catering service business in the association unit has been appropriate, thus allowing all scopes of services to be listed, but this unit has not shown maximum effort in developing the value unit in terms of the professional competence of the catering service business itself.

The work unit and performance of the Catering Service Entrepreneurs on an operational scale is very strict with time implementation, the mechanism in developing the system alone is the authority of each Catering Service Entrepreneur organization that is a member. Each meeting of the mechanism itself has never carried out education and training activities from the basic level to the final level, this is what makes the value of the mechanism not working in the organizational environment in its area.

The development of the education and training system will be built with a mechanism. In its implementation, it depends on the concept of the learning model, in this case the model has so far been the control of the implementation at this time the model is still being built sporadically. This means that the sustainability that occurs cannot be realized in implementation in connection with the scope of education that is not in accordance with the expectations and needs of the supporting scope of the Catering Service Entrepreneurs themselves. Implementation in principle is still carried out monotonously and has not shown a unit of activity that strengthens the implementation as a whole.

#### **4. Supervision of Education and Training in Improving the Competence Quality of Catering Service Entrepreneurs**

Supervision of education and training in improving the quality of the competence of the Catering Service Entrepreneurs with the best value is carried out internally by the Catering Service Entrepreneurs in developing the activeness of their human resources in building their competencies and professions so that they develop, supported by recapitulation in the association environment for system and technical guidance in accordance with standards. implementation of activities determined by LSP and BNSP as implementers of national competency standardization by SKKNI.

Organizational evaluation is located in the operational work unit from the head to the managerial level and is located in the operational management process unit, so far this step has been optimized but many operations with the household management unit become the evaluation process only as a forecast and not proof and must be built unidirectional and not two-way, employee development in education and training is very weak due to work principles that are required to be optimal in every achievement

The implementation and monitoring of education is carried out in an integrated manner, the basic scope of which is the basis of implementation is the process of offering programs and not the need for educational programs, the results of monitoring are only in the unit of learning scope and not the implementation of implementation which is carried out in the territory of its members.

Control and supervision in education and training in organizational units is centered on coordination and understanding development in a business orientation and is not rooted in improving the quality of competencies with high complexity. Understanding of ongoing control and supervision in this case has never been carried out systematically, the basic scope of understanding control only revolves around the achievements of catering business activities in its ranks.

#### **5. Problems faced in education and training in Improving the Competence Quality of Catering Service Entrepreneurs**

The system for planning, organizing and implementing supervision at the basic level has not yet been developed, resulting in all the implementation of work activities carried out in the process of education and training in improving the quality of the competence of Catering Service Entrepreneurs, has not shown basic results. Each member of the implementation unit does not understand the value of the process of increasing the competence of a Catering Service Entrepreneur in a fundamental way.

The need for a workforce based on experience can come from a person's competence, skills and experience, but education requires an understanding of science, experience, understanding and skills

itself, human resources in this field have not been fully accommodated so that problems in the development of education programs that are implemented cannot be implemented. internally. The constraints of human resources, both in the coercion of business activities and education itself, are felt to be lacking and to improve the implementation of technical activities with the function as a means of communication and consultation regarding the activities of the Catering Service Entrepreneurs, the human resource development program has not been fundamentally determined.

Understanding of policies in education programs is still minimal as a form of developing business values to improve the quality of professional competencies built within the Catering Service Entrepreneurs in their environment. The high implementation value policy makes many business activities implementers not participate in the implementation of education and training due to policies that are not balanced with the process of implementing the work activities they carry out.

The implementation determined by the development of the education and training process is not in accordance with the needs and understanding of the theory that is put forward, resulting in the absence of practical thinking directly in the context of the Catering Service Entrepreneur's activities in a fundamental way. Implementation and monitoring within the scope of education and training are not carried out systematically, the development efforts that they build themselves only optimize in terms of the catering service entrepreneurs and the process of implementing the catering service activities themselves.

## **6. Solutions to Education and Training Problems in Improving the Competence Quality of Catering Service Entrepreneurs**

The establishment of a work system activity implementation unit that is directed both in planning, implementation and supervision within the Catering Service Entrepreneur organization so that it can develop high productivity values, built and supported by certified professional competence personnel who are handed over and in line with current and future developments.

Implementation control related to resources is constrained by operational costs, the consequences that are developed are usually to build outsourced cooperation to provide the required manpower. Specifically, human resources in managing education and training as a future effort must be built with a technical implementation unit that understands the implementation unit of work standards related to the pattern of supporting technical activities developed for basic efforts to increase the competence of Catering Service Entrepreneurs.

The understanding of competence must be based on the development of skills and abilities that are built according to the standards set in the Catering Service Entrepreneur work unit. Education and training have systematic steps so that ratification must build the same system as an effort to accelerate the improvement of human resource competencies in it. Past performance through job definition, setting and assessment standards. It can also take on added complexity for a more comprehensive assessment through reviewing not only past performance but also testing, seniority credit, education, review of personnel records, ratings from multiple sources, and systematic evaluation of behavioral evidence.



## **CONCLUSION**

Management of education and training in improving the quality of professional competence in Catering Service Entrepreneurs based on research results indicate that an integrated education and training management system has not yet been created in improving the quality of professional competence in Catering Service Entrepreneurs. Unbalanced planning, organization, implementation, supervision, problems and solutions for education and training carried out with the operational needs of expected catering activities

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