

Employee English and Communication Skills in Improving the Performance of Shariah Hotels in Indonesia

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Abstract : This study tested foreign language skills, especially in English, communication skills and education of more than 120 employees from 17 Islamic hotels in Indonesia with the random sampling method of selecting samples which were tested through the English language proficiency test using the experience test method which was carried out in a period of years. Month 1 of 2015 to month 1 of 2020. Test results are measured on a Likert scale. They are aggregated and compared with hotel performance collected from more than 150 annual reports from all sharia hotels in Indonesia listed on the Indonesia Stock Exchange, magazines, scientific articles, and books for 2015 to 2020. Use content analysis using the English for Specific Purposes (ESP) method. Providing insights about ESP aims to improve hotel employees' performance to facilitate communication in serving foreign guests. In researching this data, we triangulated the results of the analysis content carried out. We used the quantitative method Vector Error Correction Model to triangulate the qualitative conclusions that we used by analyzing the estimated results of employee responses in communication skills and effective survival in generating profits in the sharia hotel business listed in Indonesia stock exchange with a note that it can improve the financial performance of Islamic hotels from 2015 to 2019. We found that Islamic hotel employees' English language skills can boost the financial performance of business organizations in the Islamic hotel industry in Indonesia.

Keywords: Human Resources, English, Sharia Hospitality

JEL Classification : C0,G0,E4

1 INTRODUCTION

The majority of Indonesia's population is Muslim; Of course, this is an opportunity for Indonesia's Islamic hotel industry. Sharia hotels that identify themselves as Muslim friendly hotels, of course, must have an internal organization that adapts to this identification, namely receiving guests by applying Islamic rules and regulations, including respecting guests from all over the world (Shen, et al., 2020).

English language skills are needed to reduce the risk of communication or language barriers between hotel employees and guests worldwide. At the theory, the theory, the human capital, the company's support, the related to the organization to the organization to the work to the attitude and behavior that reflects the positive things of the organization (Doppelt, 2019; Brown, 2020).

This study tests the English language skills of employees of Islamic hotels in Indonesia by selecting random sampling with a combination research method.

2 LITERATURE REVIEW

English language skills are one of the skills elements from the point of view of human capital, which can be improved through training and education mechanisms. In human capital, five basic elements are integrated into humans: knowledge, skills, health, innovation, and creativity. These five elements need to be supported by work equipment, organizational structural capital, and worker protection, including social security and health (Psacharopoulos, 2015; Konara & Wei, 2019).

English language skills for special purposes is a new approach to using English in a specific field that suits the needs of the field of study. ESP is generally used to refer to foreign languages' teaching and learning for unquestionably clear iterative purposes. English for specific purposes (ESP) aims to ensure that employees can master English in the fields they work in in hospitality (Huhta, et al., 2013).

The success of a person in communicating can show social capital that pays attention to the human capital contained in each individual and social skills that support each individual in completing their work. Language skills are a determining factor in building and developing social capital. Social capital is a working relationship and personal relationship in a group of individuals to support each other and help solve work and problems.

The human capital theory explains the human potential outwardly in making contributions that can be valued economically. The concept of human capital is a combination of psychological and economic concepts. In

providing the best contribution to the organization in the form of performance, human capital with the elements in it can be developed and improved through training and education mechanisms as well as equipment and technology support in improving individual performance in the organization (Sankaran, et al., 2020; Binhong, 2015).

Human resources in the form of knowledge and skills inherent in individuals so that physical and psychological health factors need to be considered. Because physical and psychological health affects individual performance in making the best contribution to the organization (Jones & Spender, 2012; Marvel, 2020). Communication is essential in business. Communication skills are beneficial for every employee at every level or level in the organizational structure. Communication skills at the manager level can be useful as employee direction in the direction of performance by the defined organizational strategy and minimize miscommunication. For staff or employees, communication skills are critical in expressing opinions, suggestions, and reporting and communicating with other staff in terms of coordination or front line; it is useful for communicating with consumers (Goel, 2012).

Two-way communication is one of the communication channels that tend to be more effective than one-way communication. This is due to the reciprocal communication that forms an understanding between the two parties in terms of conveying and receiving information (Maccoy, 2014).

Of course, the hotel industry's communication skills are critical, especially language skills, especially English, one of the international languages. English skills for hotel employees are critical to communicating with foreign guests or tourists from abroad and are very important in arranging marketing communications to be disseminated to the international level. Effective communication can improve organizational performance. This is because effective communication can increase coordination, which impacts improving organizational performance (Kiril, 2014).

Effective communication can provide information from two directions that make it easier for managers to make decisions. And make it easier for employees to undergo manager decisions and facilitate coordination, which has an impact on improving the performance of the company or organization effectively (Rubenzer, 2014).

An organization is a collection of individuals who have a social system that collaborates in realizing organizational goals. Communication, of course, is essential in this case, especially language acquisition. (Smither, et al., 2016) Communication in work coordination is indispensable in carrying out the business strategy that has been determined by the organization effectively in every

business organization.

Language skills are part of communication skills. Improving organizational performance will ultimately improve financial performance. Building effective working relationships with every employee takes time and effort. The best managers make sure every employee feels connected and valued. Competent managers personalize their efforts to communicate with employees, recognize employee strengths, and support their development (Daniel, 2018).

Communication and English skills can be used in various business fields in the Islamic hotel industry, including marketing communications. Marketing Communication refers to the way companies adopt messages about the products and brands they sell, either directly or indirectly to customers to persuade them to buy in the hotel industry, to persuade guests from all over the world to stay at the hotel. Of course, making marketing communications for international guests requires good English skills.

Islamic hotels focus not only on the domestic market but also on comfortable hotels for anyone around the world. To convey this message requires English skills as one of the international languages commonly used throughout the world as marketing communication. The hotel identifies itself as a Muslim friendly hotel and adheres to Islamic principles in conducting its business. This, of course, affects employee psychology. Employee psychology has a major influence on human capital investment's success to boost organizational financial performance (Stephenson, 2014; Salleh, et al., 2019).

3 RESEARCH OBJECTIVE AND METHODOLOGY

In this study, we used a combination of qualitative and quantitative research methods. We use the qualitative method of content analysis, a research method to identify patterns in the literature that can be trusted by using the English for Specific Purposes (ESP) method. In analyzing content, we use hundreds of annual reports from all sharia hotels listed on the Indonesia Stock Exchange and from trusted media and literature studies from books and scientific journals from 2015 to 2020. This is done to analyze the contents of an association systematically. Text, whether written, spoken, or visual, collected during the study period.

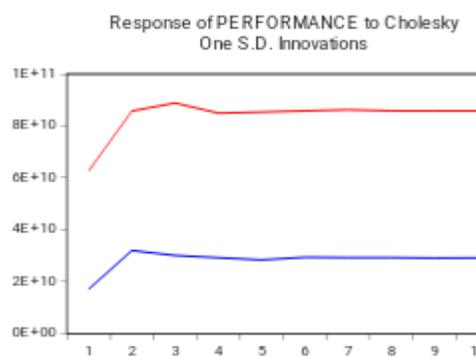
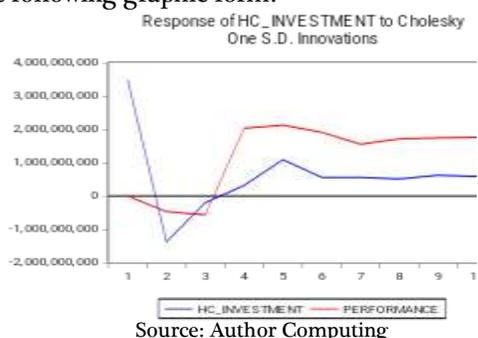
This study combines qualitative content analysis from a collection of written, oral and visual texts to conclude with quantitative content analysis using secondary data collected during the study period, which is estimated using the Vector Error Correction Model to see the relationship between human capital investment and financial performance. In the hospitality industry in Indonesia. Strengthened by field research with English

language proficiency tests using the experience test method, which is carried out in 1 month 2015 to 1 month 2020.

4 RESULTS AND DISCUSSION

From the results of research and observations in the research period from 2015 to 2020 in Islamic hotels throughout Indonesia using the random sampling method in selecting samples with great care and respect for the privacy of the research object. We conclude that English and employee communication skills can improve the performance of Islamic hotels in Indonesia through many fields, including marketing, human resources, finance, and operations. English and communication skills are part of human capital. So it can be concluded that the improvement of English and communication skills increases human capital and impacts space on improving the organization. This study is sharia hospitality of the Republic of Indonesia.

To anticipate that human capital will have an impact on the performance of Islamic hotels in Indonesia, triangulation is carried out using quantitative methods using a vector error correction model, which is presented in the following graphic form:



From the VECM estimation results presented in graphical form, it can be seen that there are behavioral data between human capital investment and financial performance that influence each other with patterned flows where patterned flows are influenced by other factors outside of human capital investment. So it can be

concluded that English and communication skills that are part of Human Capital can affect Islamic hotels' performance. Where investment in the form of increased skills and employee education has a direct impact on the performance of Islamic hotels.

5 CONCLUSION

English language skills and employee communication are capital assets owned by employees that can be used to improve Islamic hotels' performance in Indonesia. This is triangulated by analyzing the results of testing English language skills with hotel performance using the content analysis method or content analysis using the English for Specific Purposes (ESP) method, which is then triangulated again using a quantitative approach vector error correction model which gives the same conclusion.

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