

ABSTRACT

Chef and cook as the particular person responsible to the dish on the hotel affairs business, have a crucial role on determining the success, popularity and the reputation on this hospitality-based business. Considering the importance of this responsibility, chef and cook are demanded to give its best on the hotel they are working for. It is the total dedication of a chef and a cook on its job and profession.

This study aims to understand deeper about any reasons makes someone having a total dedication on its job.

This study uses qualitative method and using interview as a tool on gathering the data, so that it could reveal deeper information about chef and cook. The objects of this study are experienced chefs and cooks which has been working for more than ten years. More so, the chefs and cooks choosen are they who work on the three or four starred hotel on Semarang.

The results of this study show that four dimension of psychological empowerment are the factors that could emerge totality (full dedication) of chefs and cooks. Proudness of the profession, competence owned, desire to give succession, and the greatness of influence and responsibility, are the factors mentioned. The other results are, it is found that those four factors are already implemented well. Application of those four psychology empowerment dimensions have been a source of energy to both chefs and cooks on doing their job, so that they could give their best for hotel they are working for.

Key words: *Qualitative, Chef, Cook, Psychological Empowerment.*