Analysis of Guest Satisfaction
towards the Quality of Bartender Services

Agus Martha Di Nugraha[1], Ni Luh Eka Armoni[2], I Nyoman Winia[3], I Gede Mudana[4]
[1,2,3,4]Tourism Business Management, Politeknik Negeri Bali, Indonesia
E-mail : [1]agusmartha2016@gmail.com, [2]luhekaarmoni@pnb.ac.id, [3]inyomanwinia@pnb.ac.id,
[4]gedemudana@pnb.ac.id

Abstract

Purpose: This research is to determine the level of guest satisfaction with bartender services and efforts to increase guest satisfaction at a 5 star hotel bar in Jimbaran tourist area, Badung, Bali, Indonesia.

Research methods: Data are obtained by distributing questionnaires to 50 respondents. The data were then processed by SERVQUAL and Important-Performance Analysis techniques presented with Cartesian Diagrams.

Findings: The guest satisfaction with bartender services at the hotel bar as a whole is high indicated by the act that a positive SERVQUAL score gap was more than the negative SERVQUAL score gap

Implications: The hotel bar needs to improve the quality of its bartender services, such as coordination between the bartender and waiter/waitress so that there is no delay in the process of service to guests.

Keywords: guest satisfaction, SERVQUAL, bartender, important-performance analysis.

INTRODUCTION

Hotel is a type of accommodation that is managed commercially, provided for a person or group of people, provides lodging services, food and drinks, and other services (Bagyono, 2012: 3; Cahyani, 2020). One of the departments in a hotel is Food and Beverage Department. Food and Beverage Department is in charge of processing, producing, and serving food and beverages for the needs of hotel guests, both in rooms, restaurants, coffee shops, banquets, employee meals, and so on (Arief, 2005: 113). Bar is a commercially organized place and is equipped with adequate facilities, both inside a hotel, sometimes standing alone outside the hotel, where one can get all kinds of alcoholic and non-alcoholic drinks except hot drinks like coffee and tea (Atmodjo, 2004: 1).

The hotel which its bar was researched is a 5-star hotel located in Jimbaran, southern part of Bali, has several facilities supporting services to tourists who stay overnight, one of them is bar. The hotel has 2 bars, one of which is the bar researched which is the main bar which is located close to the swimming pool.

In fact, the hotel needs to maintain and even improve its service at its bar outlets to satisfy customers. In providing quality services from the department bar is not an easy thing, there are still many efforts that must be done in an effort to improve the quality of service in the bar department. This research assesses the quality of services provided by the bartender of the hotel bar, which contributes to providing satisfying services for guests.

Quality of service is a model that describes the condition of customers in shaping expectations for services from past experience, promotion from the mouth, and advertising by comparing the services they expect with what they receive and feel (Kotler, 2002: 153). Service quality is an absolute thing that must be owned by companies or agencies that offer services because with the quality of service to customers, companies can measure the level of performance that has been achieved (Sasongko and Subagio, 2013: 2).

There are five dimensions of service quality that are viewed by guest perceptions, namely tangible, reliability, responsiveness, assurance, empathy, (Tjiptono, 2008: 95). Guest satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of the product thought to the expected performance.
The purpose of this research was to determine the level of guest satisfaction with service quality and how to improve the service quality of bartenders at the hotel bar.

RESEARCH METHODS

The object of this research is focused on the quality service of bartender staff to guests who visited the bar. The variables used are the measurement of service quality based on 5 service quality dimensions with 12 indicators proposed by (Tjiptono, 2008: 95).

The main data used are quantitative data collected from 50 respondents trough a questionnaire survey to the service users, using accidental sampling technique. Accidental sampling is a sampling technique that is done accidentally for guests who come to the main bar (Sugiyono, 2016: 93). Sampling method used is Slovin technique (Sujarweni and Endrayanto, 2012: 17), as reference, the number of guests who visited the main bar is 100 counted from November 2019 (84 guests), December 2019 (125 guests), until January 2020 (91 guests). The number of samples is determined using Slovin formula as follows (1).

$$n = \frac{N}{1 + N_{(e)^2}}$$

(1)

$$n = \frac{100}{1 + 100(0{,}1)^2} = 50 \text{ respondents}$$

The data analyses technique used in this research is SERVQUAL analysis with 12 indicators and Importance-Performance Analysis.

FINDINGS

The characteristic of respondents in this research is presented in Table 1.

Table 1. Recapitulation of the Respondent Characteristics

	Criteria	Respondents	Percentage
Nationality	Chinese	6	12%
	Indonesian	10	20%
	Japanese	6	12%
	Australian	12	24%
	American	11	22%
Occupation	Others	26	52%
	Employee	12	24%
	Stundent	12	24%
Lengh of Stay in Hotel	>3 Days	36	72%
	3 Days	8	16%
	2 Days	6	12%
Purpose of Visit	Holiday	32	64%
	Business	12	24%
	Others	6	12%

The instrument's validity and reliability are tested using SPSS (Statistical Package for the Social Sciences) version 25.00. The data analysis shows that the value of r-count of all the 12 items of the instruments (both for "Expected" and "Perceived" instrument) is >0.3 (the r-table value for 50 respondents) which means the instrument is valid (Indrawan and Yaniawati, 2014). The Cronbach's Alpha is 0.898 (for the "Expected" instrument), and 0.749, (for the "Perceived" instrument) which means the instrument is reliable as the value of Cronbach's Alpha is higher than 0.60 (Sugiyono, 2012).

The SERVQUAL score calculation shows the quality of service from the bartender staffs at the hotel bar. A negative SERVQUAL score (-) indicates that there are indications of a gap in these quality attributes, while a positive SERVQUAL

score (+) indicates an indications of quality that is quite satisfying to the guest. The results of the calculation of the average level of perception and expectations assessment and the gap of both can be seen in Table 2.

Table 2. The Average Result of the Guest's Perceived and Expected Score
and its Gap for all Indicators

No.	Attribute	P	E	GAP	Description
Tangibles					
Q1	Bartender looks clean and neat	4.3	4.08	0.22	Positive
Q2	Bartender uses complete equipment when working	4.58	4.26	0.32	Positive
Q3	Bartender in maintaining the bar area is neat and clean	4.62	4	0.62	Positive
Reliability					
Q4	Bartender provides fast and timely service	3.66	4.1	-0.44	Negative
Q5	Bartender has hospitality in providing service to guest	4.44	4.1	0.34	Positive
Responsiveness					
Q6	Bartender always has a will to help guest difficulties	4.58	4.04	0.54	Positive
Q7	The bartender provides information that is clear and easy to understand	4.48	3.94	0.54	Positive
Assurance					
Q8	Bartender ensures the security of the service that is provided to the guest	4.56	4.12	0.44	Positive
Q9	Bartender provides professional service	4.48	4.18	0.3	Positive
Emphaty					
Q10	Bartender understands guest needs and expectations	4.46	4.02	0.44	Positive
Q11	The bartender pays special attention to guest	4.38	4.04	0.34	Positive
Q12	Bartender has a good communication skills with guests	4.6	3.94	0.66	Positive

Table 2 shows that there are positive and negative gap for the attributes. There are 1 attribute that has negative gap which indicate guest's dissatisfaction, this attribute is Q4 with bartender provide fast and timely service. On the other hand, there are 11 attributes having positive gaps which indicate guest satisfaction. These

attributes have positive gaps which indicate guest satisfaction. These attributes are Q1, Q2, Q3, Q5, Q6, Q7, Q8, Q9, Q10, Q11, and Q12. The statements are as follows: Q1) bartender looks clean and neat, Q2) bartender use complete equipment when working, Q3) bartender in maintain of the bar area neat and cleanliness, Q5) bartender hospitality in providing service guest, Q6) bartender always willing to help guest difficulties, Q7) the bartender provides information that is clear and easy to understand, Q8) bartender ensures the security of the service that is provided to the guest, Q9) bartenders provide professional service, Q10) bartender understand guest needs and expectations, Q11) the bartender pays special attention to guest and Q12) bartender have a good communication skills with guests.

One of the methods that are applicable to measure guest satisfaction is the Importance-performance analysis (Daryanto and Setyobudi, 2014: 42). The Importance-Performance Analysis is used to the determine which service indicator needs to be improved and need to be maintained in the service of the guests by the bartender staffs at the hotel bar, presented in the form of a Cartesian Diagram. Figure 1 shows the location of the 12 indicators within the Importance-Performance Analysis chart.
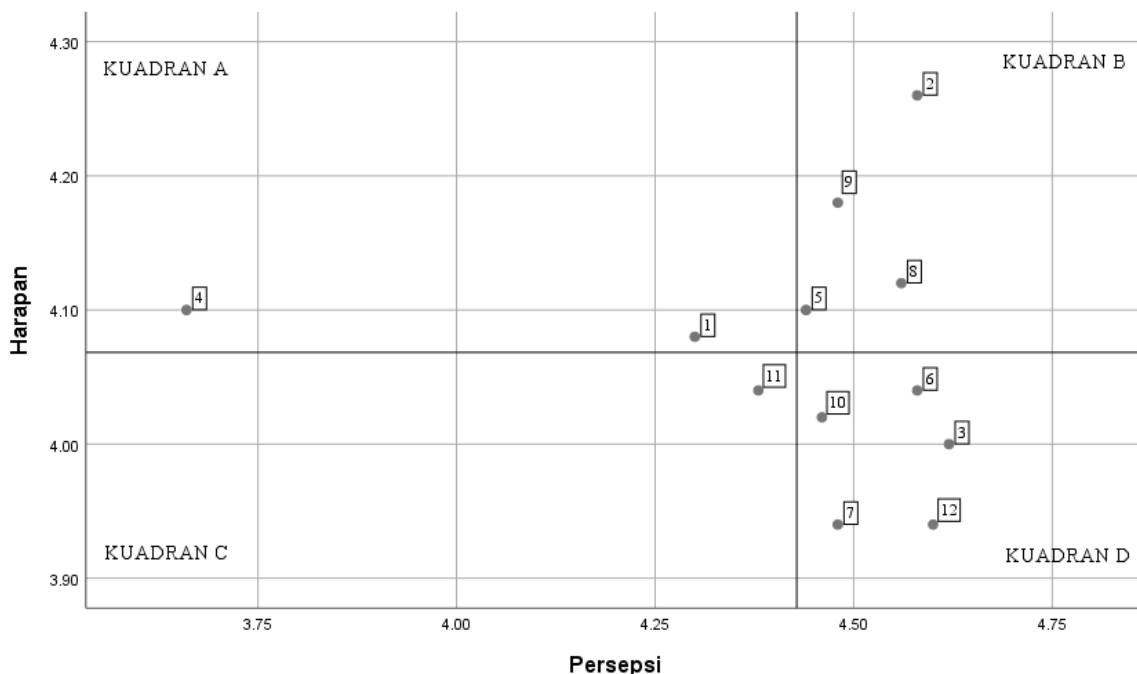

Figure 1. Importance-Performance Analysis Diagram

Figure 1 displays the service quality indicators of this research in 4 quadrants: Quadrant A, Quadrant B, Quadrant C, Quadrant D. The indicators of each quadrant are presented in Table 3.

Table 3. Position of Variables

Quadrant		Indicators
Quadrant A	Q4	Bartender provides fast and timely service
	Q1	Bartender looks clean and neat
	Q2	Bartender uses complete equipment when working
	Q5	Bartender has hospitality in providing service to guest
Quadrant B	Q8	Bartender ensures the security of the service that is provided to the guest
	Q9	Bartender provides professional service
Quadrant C	Q11	The bartender pays special attention to guest
	Q3	Bartender in maintaining the bar area is neat and clean
	Q6	Bartender always has a will to help guest difficulties
Quadrant D	Q7	The bartender provides information that is clear and easy to understand
	Q10	Bartender understands guest needs and expectations
	Q12	Bartender has a good communication skills with guests

The Importance-Performance Analysis dimensions which very influential and very well done on service quality are Q2) Bartender use complete equipment when working, Q5) Bartender hospitality in providing service to guest, Q8) Bartender ensures the security of the service that is provided to the guest, Q9) Bartenders provide professional service. There are 2 indicators located in indicator A-Concentrate here, the attribute that need to be addressed is: Q4) Bartender provide fast and timely service, Q1) Bartender looks clean and neat.

CONCLUSION

The level of guest satisfaction of bartender service quality at the hotel bar can be categorized satisfactory. It is because of more positive gaps consisting of the Q1 – Q12 indicator except for the Q4 which has a negative gap.

The strategies that can be applied in improving the quality of service bartender at the hotel bar are namely doing coordination between the bartender with waiter/waitress in the effort to launch the process in service, obliging to all the bartender staff in using a complete uniform while working, as well as providing training to all the bartender staff both doing a service and communication skills in a foreign language such as English and Chinese.

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