

Guest satisfaction level towards bartender services at the Melia Bali Hotel's Tapas Bar

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Abstract: The purpose of this study was to determine the level of guest satisfaction with bartender services and efforts made by bartenders to increase guest satisfaction at the Melia Bali Hotel's Tapas Bar. Data was obtained by distributing questionnaires that have been tested for validity and reliability, with a total sample of 60 respondents. Then, the data is processed with service quality techniques and important performance analysis presented with Cartesian diagram. The result showed that guest satisfaction with bartender services the Melia Bali Hotel's Tapas Bar as a whole has shown good service as indicated by the gap of service quality scores. The result of the important performance analysis show more positive service quality gap scores than negative service quality scores.

Keywords: Satisfaction, service quality, bartender

History Article: Submitted 20 December 2020 | Revised 01 February 2021 | Accepted 12 February 2021

How to Cite: Perdana, G. W. P., Elistyawati, I. A., Oka, I. M. D., Astawa, I. K., Ginaya, G. (2021). Guest Satisfaction Level towards Bartender Services at the Melia Bali Hotel's Tapas Bar. *International Journal of Green Tourism Research and Applications*, 3(1), 21-26. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.2394>

Introduction

Today the development of tourism in Indonesia, especially in Bali is increasing. The increase of tourism in Bali can be seen from the increasing number of tourist visits to Bali. Tourist arrivals to Bali in the last five years (2015-2019) have increased with an average growth of 10.98% (Central Bureau of Statistics of Bali Province, 2020). The increase in visits resulted in high demand for tourism facilities both for local and foreign tourists.

The development of tourism facilities accompanied by the rapid development of hotels resulted in the mushrooming of hotels in various regions, such as the Melia Bali Hotel. Melia Bali Hotel is a five star hotel that has a typical Balinese building concept that is elegant and offers friendly and family service. Melia Bali Hotel has almost the same products as other hotels, but there is one thing that distinguishes this hotel from other hotels, namely the quality of service. Professional bar service is important for the survival of Melia Bali Hotel because it can create customer satisfaction. Therefore, the bartender must provide the best service to create customer satisfaction in performing service at the bar. There are six outlet bars owned by Melia Bali Hotels, namely Tapas Bar, Jungle Pub Bar, Lobby Bar, Lagoon Bar, Pantry Bar, and Mount Agung View Bar.

Tapas Bar is one of the most crowded outlet bars visited by guests, not only Melia Bali Hotel guest, but also outside guests are busy visiting Tapas Bar. In the bar operations a bartender has tried to provide the best service, but sometimes there are still guests who are not satisfied. There is a gap made by the bartender, especially in the service of guests who want to enjoy a drink at the bar, such as delays in serving drinks, errors in serving drinks and less attention from a bartender towards guests at the bar. Based on the description above, the writer is interested in studying in depth, in focusing the study on Guest Satisfaction Level towards Bartender Services

at the Melia Bali Hotel's Tapas Bar. The formulation of the problem raised in this study is how is the level of guest satisfaction with bartender services and the efforts made by bartenders to increase guest satisfaction at the Melia Bali Hotel's Tapas Bar.

Methodology

The location of this study is at the Melia Bali Hotel, located in the Nusa Dua area, the ITDC Tourism Area Lot 1 Nusa Dua, Bali. This study takes the object of how the level of guest satisfaction with bartender services and the effort made by bartenders attempts to improve guest satisfaction at the Melia Bali Hotel's Tapas Bar. The identification of variables used in this study uses 5 dimensions of service quality (Tjiptono, 2008).

Table 1. Service Quality Dimension and Indicator

Dimension	Indicator
Tangibles	<ul style="list-style-type: none"> • Bartender look clean and neat • Bar facilities meet the standards • Bar environment clean and neat
Reliability	<ul style="list-style-type: none"> • Bartender provide fast service • Bartender provide true and timely service • Bartender have a good communication skills with guests
Responsiveness	<ul style="list-style-type: none"> • The Bartender responds quickly in helping guest complaints • The bartender provides information that is clear and easy to understand
Assurance	<ul style="list-style-type: none"> • Bartender ensures the security of the service that is provided to the guest • Bartenders provide professional service
Emphaty	<ul style="list-style-type: none"> • The bartender pays special attention to guest • Bartender hospitality in providing service to guest

(Source: Parasuraman, 2004)

The types of data used in this study are quantitative data and qualitative data. Quantitative data in question is data from the distribution of questionnaires and qualitative data in question is data from interviews (Sugiyono, 2013). While the data sources used in this study are primary data and secondary data. The primary data referred to are the results of the distribution of questionnaires, observations, and interviews results directly at the research location and secondary data referred to are such as the name of the company, hotel history, organizational structure and data in the form of images of hotel facilities related to this study (Saifudin, 2018).

The sampling method used in this study is to use accidental sampling technique and the number of samples used 60 samples (Nasution, 2004). The data collection techniques used in this study are observation of the process of collecting data by observing directly to the field the process of guests enjoying drinks at the at the Melia Bali Hotel's Tapas Bar. A questionnaire is collecting data by distributing a list of questions to respondents (guest), interviews conducted with Bar Manager and Bar Captain, as well as literature studies are used to search for additional data in the form of scientific work, journals, books and the internet relating to the object under study (Misnawati, 2018).

Furthermore, the validity and reliability of the instrument, to test the validity of the data can be said to be valid if (r-count) ≥ 0.3 and the requirement to state that the data can be said to be reliable if the Cronbach's Alpha value is more than 0.60. The data analysis technique used in this study is the IPA (importance performance analysis) which starts from the service quality test and continues with the IPA test (importance performance analysis). Service quality test is used to find the average value of perception, expectations and gap values (Tjiptono, 2012), while the IPA test is used to find data that will be grouped into importance performance analysis matrices that can be drawn into the diagram of Cartesian (Daryanto, 2014).

Results and discussions

Results

The respondent's identity are based on several categories, namely the respondent's identity based on nationality, occupation, length of stay in Bali and the purpose of visiting.

Respondent data based on citizenship are mostly Australian citizens with 20 guests and have a percentage (33.3%). Respondent data based on work mostly have other jobs with 26 guests and have a percentage (43.3%). Respondent data based on length of stay in Bali, most have a length of stay in Bali is more than 3 days with the number of guests 46 people and have a percentage (76.7%). Respondent data based on the purpose of visiting most of the purpose of visiting is a vacation with 32 guests and have a percentage (53.3%).

To ensure that all items from the questionnaire are valid and reliable, the following data was processed using SPSS 21.0 for Windows. The following table are the results of the validity and reliability tests.

Table 2. The Result of the Perception Validity and Expectation

Attributes	R	Perception		Expectation	
		Total Items Correlation	Information	Total Items Correlation	Information
Q1	0.3	0.465	Valid	0.547	Valid
Q2	0.3	0.487	Valid	0.838	Valid
Q3	0.3	0.731	Valid	0.740	Valid
Q4	0.3	0.679	Valid	0.638	Valid
Q5	0.3	0.662	Valid	0.754	Valid
Q6	0.3	0.499	Valid	0.747	Valid
Q7	0.3	0.578	Valid	0.746	Valid
Q8	0.3	0.386	Valid	0.600	Valid
Q9	0.3	0.575	Valid	0.772	Valid
Q10	0.3	0.733	Valid	0.492	Valid
Q11	0.3	0.586	Valid	0.505	Valid
Q12	0.3	0.366	Valid	0.764	Valid

Valid decision criteria are stated if the total item correlation value is greater than 0.3. The total item correlation value for all the questionnaire items above is greater than 0.3 so that all items can be said to be valid and can be used in this study.

Table 3.The Result of the Expectation Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.783	0.809	12

Table 4.The Result of the Perception Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.892	0.895	12

An instrument said to be reliable if it has a reliability coefficient or Cronbach's Alpha of 0.6 or greater than 0.6. So, the perception and expectation variable questionnaire above is stated to be reliable so that it can be used in this study.

Discussions

Service quality analysis

Service quality score calculation used to measure the level of service quality of bartenders at the Melia Bali Hotel's Tapas Bar, found that eleven indicators had a positive average score and one indicator had a negative average score.

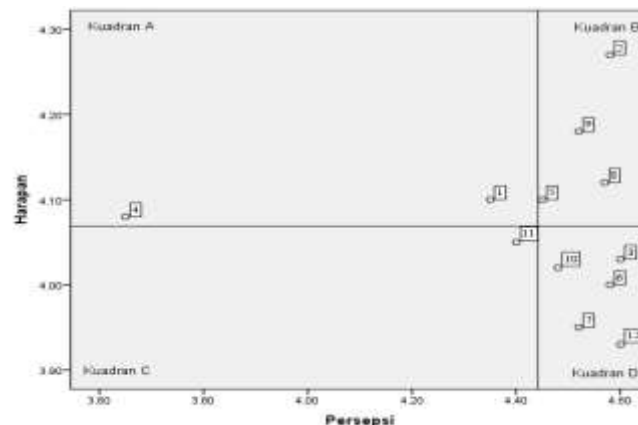
Table 5. The Result of the Service Quality Analysis

No	Attributes	P	H	GAP	Remark
TANGIBLES					
Q1	Bartender look clean and neat	4.35	4.1	0.25	Positive
Q2	Bar facilities that meet the standards	4.58	4.27	0.31	Positive
Q3	Bar environment clean and neat	4.6	4.03	0.57	Positive
RELIABILITY					
Q4	Bartender provide fast service	3.65	4.08	-0.43	Negative
Q5	Bartender provide true and timely service	4.45	4.1	0.35	Negative
Q6	Bartender have a good communication skills with guests	4.58	4	0.58	Negative
RESPONSIVENESS					
Q7	The Bartender responds quickly in helping guest complaints	4.52	3.95	0.57	Negative
Q8	The bartender provides information that is clear and easy to understand	4.57	4.12	0.45	Negative
ASSURANCE					
Q9	Bartender ensures the security of the service that is provided to the guest	4.52	4.18	0.34	Negative
Q10	Bartenders provide professional service	4.48	4.02	0.46	Negative
EMPHATY					
Q11	The bartender pays special attention to guest	4.4	4.05	0.35	Negative
Q12	Bartender hospitality in providing service to guest	4.6	3.93	0.67	Negative

The service quality score calculation above has shown more positive results than negative, so that guests feel satisfied with the service carried out by the bartender at the Tapas Bar of Melia Bali Hotel.

Important performance analysis

Important performance analysis is used to find out which service indicators need to be improved and should be maintained in service to guests by bartenders at the Melia Bali Hotel's Tapas Bar, which is presented in the form of Cartesian diagram. The Cartesian diagram consists of four quadrants, namely quadrants A, B, C, and D. Figure 1 showed the location of the 12 indicators of bartender service quality at the Melia Bali Hotel's Tapas Bar.



(Source: SPSS 21.0, data processed, 2020)

Figure 1. Result of Cartesian Diagram Important Performance Analysis

Based on figure 1, the distribution of variables into quadrant are presented, namely (1) Quadrant A (focus here), bartender look clean and neat in the attribute 1 and bartender provide fast service in the attribute 4. Quadrant B (keep up the good work), bar facilities that meet the standards in the attribute 2, bartender provide true and timely service in the attribute 5, the bartender provides information that is clear and easy to understand in the attribute 8, bartender ensures the security of the service that is provided to the guest in the attribute 9. Quadrant C (low priority), the bartender pays special attention to guest in the attribute 11. Quadrant D (possible overkill), bar environment clean and neat in the attribute 3, bartender has good communication skills with guests in the attribute 6, the bartender responds quickly in helping guest complaints in the attribute 7, bartender provide professional service in the attribute 10, bartender hospitality in providing service to guest in the attribute 12.

Bartender efforts to increase guest satisfaction at the Melia Bali Hotel's Tapas Bar

The effort of bartenders to increase guest satisfaction at the Tapas Bar in Media was delivered with several actions, namely (1) harmonious coordination with bartenders through briefing activities to motivate and encourage all bartenders before starting their work, (2) Bartenders required to mix drinks to follow company standards, (3) Bartenders required to wear full uniform when in charge at the bar, (4) as well as providing training to bartenders both in service techniques and foreign language communication skills.

Conclusions

The level of guest satisfaction with bartender services at the Melia Bali Hotel's Tapas Bar showed more positive gaps than negative gaps. So the service provided by the bartender to

guests is satisfying. From these results the customer's expectations of the perceived service perception have been fulfilled so that guests feel comfortable and satisfied with the service provided by the bartender. For example the bartender gives individual attention to guests and the bartender always greets guests by being polite and friendly.

The work was done by the bartender in an effort to increase the guest satisfaction at the Tapas Bar of Melia Bali Hotel, namely harmonious coordination with bartenders through briefing activities to motivate and encourage all bartenders before starting work, bartenders required to follow company standards when mix drinks, bartenders required to wear full uniform when in charge at the bar, as well as providing training to bartenders both in service techniques and foreign language communication skills.

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