

ABSTRACT

This study aims to describe the role of bartenders in improving service quality in the hotel and restaurant industry. The research method used is qualitative research with a case study approach at several leading hotels and restaurants. Data were obtained through in-depth interviews with bartenders, management and customers which were carried out purposively.

The results of the study show that bartenders have a strategic role in improving service quality. First, they act as company representatives in direct interaction with customers. Friendly demeanor, good communication skills, and extensive knowledge of beverages are some of the factors that influence customer satisfaction.

Second, the creativity of the bartender in creating unique and interesting drinks also contributes to enhancing the customer experience. Typical drinks that are tailored to customer tastes and preferences provide significant added value in service.

Keywords: Applications, Sales, Orders, Reservations