

## **ABSTRACT**

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*Service quality in the food and beverage industry is a major factor in meeting customer needs. Service quality can be interpreted as an assessment of how competent the quality of service provided is to measure customer expectations. The purpose of this study is to analyze and determine the role of two main factors in service quality in the food and beverage industry, namely reliability and empathy. The main focus of the study is to understand how these two variables contribute to meeting customer expectations. This study uses a qualitative method, while the data analysis technique is with a literature study analysis (Systematic literature review) related to the problem of how the quality of service that focuses on the Reliability and Empathy variables needed by customers. This reliability is important because it creates trust between the customer and the business. Empathy in food and beverage service involves the level of attention and care that staff provide to customers on an individual basis. It reflects the extent to which employees show genuine concern for the customer's unique needs, preferences, and situation. Research shows that empathetic service can greatly increase customer satisfaction, because it creates a friendly atmosphere and makes customers feel valued. The indicator value with consistent, timely and accurate service is the highest indicator value needed by customers to fulfill their needs.*

**Keywords:** Reliability, Empathy, Food and Beverage Service