

Research Article

The Effect of Barista Service Quality on Guest Satisfaction at Hotel Neo Dipati Ukur Bandung

Melli Isliana ¹, Susilawati ^{2*}

¹ Hospitality, STIEPAR Yapari, Indonesia; e-mail : islianamelly@gmail.com

² Hospitality, STIEPAR Yapari, Indonesia ; e-mail : kamikajo12@gmail.com

* Corresponding Author : Melli Isliana

Abstract: This study aims to analyze the effect of barista service quality on guest satisfaction at the Neo Dipatiukur Hotel Bandung, a hotel café will be successful when a barista shows the best service to hotel guests, this attitude has a major influence on the success of a hotel in the field of hotel beverages. The research method that will be used is through interviews and observations. Participation in this study consisted of hotel guests, baristas, and related hotel industries. Data were collected through semi-structured interviews and analysis techniques. The focus of the study includes the values of barista service quality, such as the technical skills of a barista in mixing a drink and serving it, grooming which is intended as looking attractive and dressing politely, the whether a barista at the Neo bandung hotel has worked following the SOP (standard operational Procedure) in the Hotel, then the friendly attitude carried out by a barista by implementing 3 s namely (smile, greet, peace), as well as communication skills and professionalism carried out. The results of the study showed that the quality of barista service had a significant effect on guest satisfaction. The implication of this study is the importance training for baristas to ensure optimal service standards to improve guest experience at Hotel Neo Dipati Ukur Bandung.

Keywords: Barista, service, guest satisfaction, hotel

1. Introduction

Tourist is a the journey taken temporary time held from a place to place others , with Meaning No For A business or look for living in the place visited , but only For have fun and fulfill diverse desires . According to Pitana and Gyatri, tourism is activity movement of people for temporary time to destination outside place residence and place working , and implementing activity during the destination and also the preparations facility For fulfil need them . The facilities in question in understanding This that is A industry tourism , which is gathering business mutual tourism related in frame produce goods or service for fulfillment need traveler in organization tourism , one of them business accommodation , is a building that has rooms and other facilities such as bars and restaurants are provided for the guests well managed in a way simple and also professional , one of the type the accommodation is a hotel. This is very related to this research , where the hotel has cafe or restaurant with existence Barista coffee service plays a role important in matter increase experience visitor to quality services available at a hotel .

Barista is a coffee maker , of course what is done a barista is make or serving coffee with quality best . Make or brewing coffee here No only just brewing as done at home , baristas must Can operate existing plates and coffee machines , as well as know the type and quality of coffee that will be served , no only encompassing matter This is what baristas have to do too own a professional soul , giving friendly service to guest , speed good service and communication with guest , quality good service this is what will be impact Good towards the hotel, where visitor will feel appreciated , and grow soul loyalty like will do purchase repeat and even will recommend to his family , friends nearby , even other people at once.

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Satisfaction visitor be one of interest For build more hotels proceed For increase benefits for hotels. Satisfaction This in the form of feeling like or disappointed someone who comes from from comparison between the impression to performance (result) of a products and their expectations (Djaslim Saladin, 2003). With thus objective study This is For it is known influence quality service to satisfaction and loyalty Neo Dipati Hotel Guests measuring Bandung .

Study This own similarity with study Aulia febriyanti , Sungkono with title article that "Strategy for Improving Quality Barista Service at Coffee From the Heart" was published in 2024 in the teewanjournal.com journal which has similarity in realize loyalty / satisfaction customer For still do purchase repeat to products produced and for aspect the difference there is in theoretical Where journal Aulia febriyanti , sungkono more take importance the strategy whereas writer more explain about A its influence . Research Next, it was developed by Rousan, Ramzi and Baddarudin (2010) regarding perceived service . suitable guest or approach hope visitor so visitor will feel comfortable so that There is interest or desire use service That again . With thus objective research This The same as it is with which will researched by the author .

According to Tourism and Creative Economy Number PM. 53/HM.001/MPEK/2013 concerning Hotel Business Standards, what is meant by a hotel is "a business providing accommodation in the form of rooms in a building that can be equipped with food and beverage services, entertainment activities and/or other facilities on a daily basis with the aim of making a profit". Meanwhile, according to the Big Indonesian Dictionary (2015), what is meant by a hotel is "a building with many rooms that are rented as a place to stay. A hotel is a place to eat, drink, rest for people who are on or have finished traveling". A hotel is also a form of accommodation that is managed commercially, provided for everyone to obtain services, lodging, food and drink (Sulastiyono , 2011:5)

According to Yulin (2015, October 31) Barista is not only just a person who is " on duty " to making coffee in a coffee shop . More from that , they is artists . In many dictionary language , the definition of barista is someone who prepares and serves espresso- based coffees . Although the term barista is used For referring to the person who prepares the coffee, but in a way barista technique is someone who has trained professionally to make espresso, plus have skill level tall For mixing coffees that involve various mixture and ratio a kind of latte or cappuccino. In etymology , the word barista comes from from Italian meaning bartender, namely those who serve all type drinks , not just coffee. But along development era and entry coffee trend to America and Europe , this word Then adopted to be what it is now We know . While in Italy itself , baristas often called with barista (for male) or barista (for female) . Barista at Djournal Coffee Bar system his work flexible from make drink until cashier , and become waiter For delivering and cleaning the coffee shop area.

According to Kotler (2000:42), service is any action or activity that can be offered by one party to another, is basically intangible and does not result in any ownership . According to Umar (2003:21), service in general is a pleasant feeling given to others accompanied by conveniences and fulfilling all their needs. Gramer and Brown as quoted by Mohammed (2013), provide definition about loyalty that is degrees how far a person consumer show behavior purchase repetitive from a provider services . In addition to purchasing repetitive shown existence trend attitude positive to provider services. only consider For use provider service this is at the moment appear need For use service This . According to Rousan as quoted by Badarudin (2010), he revealed that loyalty customer happen when There is repetition purchases by the same customer and willingness they For recommend products to other customers without benefit direct and ultimately repeated use will produce each other positive attitude.

2. Proposed Method

Study This use method study quantitative . According to Sugiyono , research qualitative is research used For research on conditions object natural . Data collection in research This is primary data sources originating from from one of the baristas at the Neo Dipatiukur Hotel in Bandung and visitor through results interview and also observation . Interview This done online with a barista using an online platform , namely WhastApp , and with visitor in a way directly at the Neo Dipatiukur Hotel Bandung . Observation research conducted observe activity services provided , facilities obtained , and response visitor to services provided.

3. Results and Discussion

General description Objects study

Neo Dipatiukur Hotel is a 3- star hotel located on Jl. Dipati Ukur No. 79, Lebak big , sub-district Goblong , Bandung City , West Java 40132. This hotel is company industry that offers accommodation , as well as facility others , one of them facility food and drink . This Neo Hotel serve coffee shop for guests who want to enjoy a cup of coffee or drink other . coffee shop This located on the adjacent 3rd floor with swimming pool , which is equipped a number of comfortable seating with atmosphere pool swimming and view Bandung city , as well as give facility other such as power outlets , outdoor , sinks , toilets, and free wifi for every guests who come . Coffee shop this is designed in a way open / open bar so that the guests Can see in a way direct barista in mix / make drinks and can each other interact between the barista and guest , especially peting coffee shop hotel neo serving quality coffees , has a comfortable , clean place , and own design instagrammable which provides impression aesthetic c so part big visitor do photos in this coffee shop , thing this is it give influence big for hotels to get satisfaction visitor or a sense of loyalty visitor.



Figure 1. Coffee shop area



Figure 2. Products Coffee



Figure 3. Swimming pool

Influence Quality Barista Service Towards Guest Satisfaction at Hotel Neo Dipati Ukur Bandung based on results interview

Based on Interview Results of the interview with guests and baristas at the Neo Dipati Ukur Hotel Bandung were obtained findings as following :

A. Aspect quality Barista service

From the statement guests received that the barista of Neo Hotel is able to make coffee with good and giving knowledge in a way short about coffee against guest , so that give experience and knowledge gained for guests . The majority visitor give respondents (90%) rated Neo hotel's baristas as friendly and willing help guests , from (10%) guests mention that moment crowded his service tend more slow but matter This justified by the guest .

B. SOP (Standard Operational Procedure)

Based on results observation and interview, barista of Neo Hotel has implementing the existing SOP system in the company hotel industry , where baristas provide saying regards when customer come in a friendly and polite tone , asking the order that will be ordered , then the barista also offers Special hotel menu recommendations available to visitor so that matter This give impact that visitor feel more noticed and guests will feel satisfied . And say thank you and regards farewell with smile and polite tone when visitor leave coffee shop. then from That from statement existing guests , some big visitor Already feel satisfied and want return Again when they visit to Bandung to enjoy a cup / glass of coffee served with the best service

C. Two service efforts carried out by baristas to grow soul royalty visitor

Not only following the existing SOP, baristas also do efforts that can be made interesting visitor Again For come back , so that can influential in grow it satisfaction a visitor that is with method :

1. Looks good Good or well grooming

The appearance of the barista plays a big role important for A coffee shop, because the barista as front liner or first impression when visitor enter into the coffee shop, then from That a barista must look good neat in get dressed and also in arrangement hair , then own natural fragrance no pungent , and clean . With influence This barista's appearance will impressive for guests who come . The appearance that must be owned a barista is :

- a. Guard cleanliness personal like neat and clean hair , clean hands , and well - groomed nails.
- b. Get dressed with solid color or neutral , such as color gray , black , and white
- c. And provide smile best
- d. Using oil soft fragrance or No stinging
- e. Use sarong hand when brewing coffee and serving visitor
- f. Do not use excessive jewelry or striking

That he is some big explanation related appearance What only one must there is a barista.

2. Always guard cleanliness of work area and environment

According to one guests at the hotel, the barista at the Neo hotel Already show soul good hygiene Where they agile and fast in clean the work area when they Already make A drink they too directly clean the work area said , according to the barista , This aims to provide comfort , coolness and beauty eyes for giving best service to guests Because according to baristas comfort visitor become priority they .

There he is discussion from results study interviews and observations conducted writer with Contents influence What just what is done a barista to grow satisfaction for a visiting guests.

5. Conclusions

Barista Competence The barista's ability in serve drink quality as well as friendly interaction increase experience Guests . Fast , accurate , and personalized service can increase loyalty guest . Professional Barista Hotel Image contribute to the hotel's brand image as provider service Good hospitality . Emotional value Warm interaction and personal attention from the barista creates attachment emotional visitor towards the hotel.

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