

ABSTRACT

Tourism Improvement is impacting the Hotel Industry to compete in winning the customers loyalty. One of the strategies that can be implemented is by improving service quality, especially in the F&B department, since this department is prone to service failure. This article is written as a reflection of service quality at F& B department of Swiss Bell in Kupang, based on the internship experience during October – December 2020. During this Internship period, there are several tasks that has been given, which consists of Delivering Service (as Waiter and Room Service Attendant), Handling Billing, and Tending the Bar. Through observation while implementing these tasks, it has been found that lack of product knowledge and lack of interpersonal skill are the main problems that hamper service quality and would further affecting customer loyalty. Using thorough critical thinking analysis based on service quality theoretical framework, it shows that through employee's training, (specifically On-The-Job Training, and Simulation), the service quality in Food & Beverage Department can be improved.

Key words: service quality, employee training, Food & Beverage department.