

CHAPTER I

INTRODUCTION

1.1 Background of the study

In a very competitive hospitality business, success depends critically on establishing client happiness. Client Satisfaction can result in repeat business, client loyalty and effective word-of-mouth advertising. As a result, it is crucial for companies in the hospitality sector to recognize the variables that affect customer satisfaction and initiate the necessary actions to maximize them. There are a few variables that can affect customer satisfaction such as customer expectations, customer loyalty, bartender experience, cocktail presentations, etc. When a customer enters a hospitality institution, they have certain expectations, and fulfilling or surpassing those standards can increase customer satisfaction. As a result, it is critical for organizations to comprehend and endeavor to exceed client expectations. This level of a service's ability to satisfy customers has been described as customer satisfaction (Luong & Hussey, 2022; Pakurár et al., 2019). The level of a customer's commitment to a company and decision to do business with it over time is known as customer loyalty. Customers that are loyal to a business are more inclined to spread good word of mouth about it to others. According to Becker, customers wind up being faithful due to their encounters with the service providers (Becker & Jaakkola, 2020; Manyanga et al., 2022). Due to customer loyalty affecting the business word of mouth advertising, it's critical for firms to concentrate on fostering client loyalty by offering top-notch service and exceeding customer expectations.

Nowadays, bartender profession is generally chosen by students as a career route to gain customer service experience or to make money to pay for their university expenses. A bartender is referred to as a professional who makes and serves customers both alcoholic and non-alcoholic beverages. Most often, they are employed by bars, dining establishments, motels and other businesses that serve beverages. Bartenders are responsible for making the ambience friendly for clients, preparing, and serving beverages. Some of the researchers inform that there are many beverages that may be made behind the bar, and a bartender should know how to make many of them by heart, so in order to mix and combine flavors to create the perfect ideal drink, bartenders must have some culinary skills, certain clairvoyant skills, and the ability to speak in tongues (Gaviola & Maming, 2022). The level of expertise a bartender has can significantly affect customer pleasure. Customers will have a pleasant experience if the bartender is welcoming and accommodating when they are greeted, actively listens to the customer's preferences, and makes drink recommendations that are in line with those preferences. Additionally, bartenders with in-depth knowledge of drinks may accommodate a variety of customer preferences and offer a customized drinking experience.

Bartenders with greater experience tend to know more about cocktail formulas, work more effectively and provide better customer service while less skilled bartenders might not be able to make cocktails as quickly or inventively as more experienced ones, which could cause customers to wait longer and leave with a less positive impression. Based on customer preferences, bartenders can make

tailored recommendations, recommend appropriate beverages, and establish a friendly, engaging ambience. An inviting atmosphere for clients can also be created by bartenders with organizational skills who can keep the bar area tidy and well-organized. Flexible, experienced bartenders can manage high-stress circumstances with ease, guaranteeing effective and professional assistance even during busy times. Addressing customer problems and overcoming challenges that may come up during service require problem-solving abilities. It is not a simple task to provide high-quality services from the bar section, there are plenty of things that need to be done to raise the bar section's service standards. This study evaluates the bartender's performance and experience in the bar, which helps to ensure that clients receive happy service (Nugraha et al., 2020).

Lack of bartender experience could cause in miscommunication in handling guest complain, such as from the google review below, when the customer was asking for a new margarita with better taste, but the bartender doesn't really give what the customers request for, and a bartender who lack of experience also haven't learn the technique of making the cocktail correctly which cause the margarita to taste terrible.

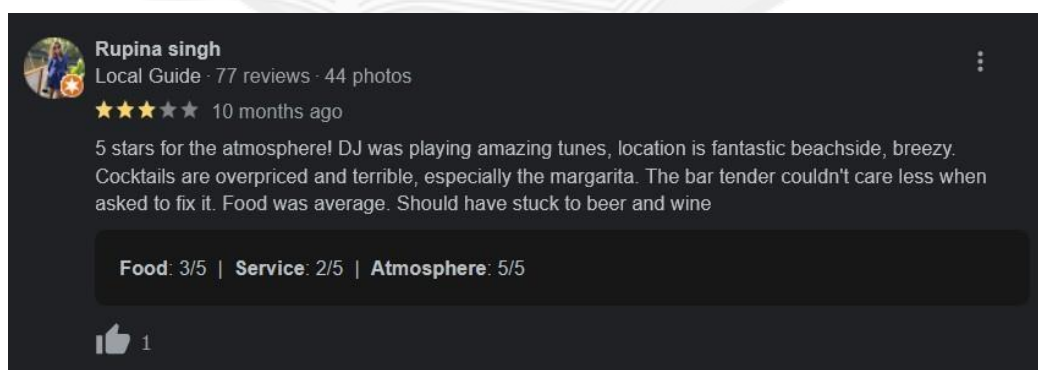


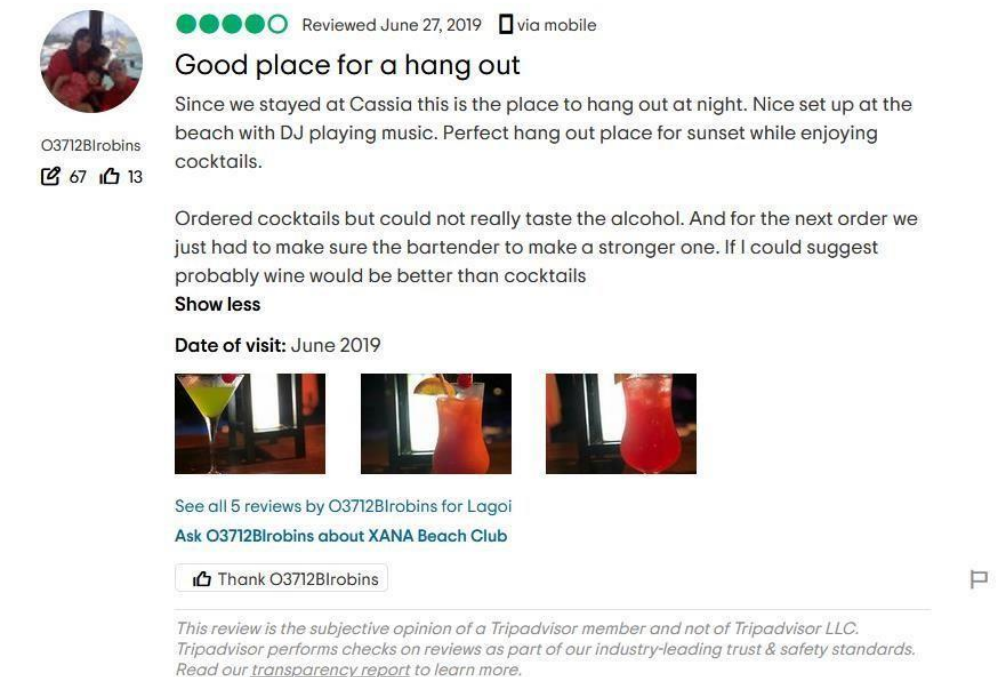
Figure 1.1 Guest's Comments in Xana Beach Club, Bintan

Source: Google Review (2023)

There are several different methods of mixing alcoholic beverages, including shaking, muddling, layering, pouring, and blending. A bartender must learn these methods to prepare alcoholic beverages like cocktails. They must also learn how to shake alcoholic beverages properly because a good shake can improve the flavor of the beverage. The drinks get increasingly watery as the ice melts, which can dilute a terrible shake. In addition to bartender experience in customer satisfaction, the aesthetic appeal of the beverages also plays a very crucial role. By appealing to the senses and producing a pleasing appearance, the way the cocktail is present can improve the whole experience of the customer. The impression of excellence and attention to detail can be boosted by a well-presented cocktail, which can also elicit favorable feelings and heighten anticipation. The quality and flavor of the cocktail can be influenced by elements like the garnishes, glasses, overall presentation style and colors. According to one of the writer, Putra, a restaurant's use of food visualization as the primary tool for making a good first impression potential customers may serve as an attraction (Putra et al., 2020), which means that a visualization of a beverage can be a potential tool to satisfy the customer and with a good presentation of the beverage can increase the chance of the customer perception on how the drink will taste like.

Xana Beach Club, Bintan, still lacks glasses and garnishes, because most of the drinks have their own type of glasses needed to make it look perfect and attractive, the garnishes put on the glass is to strengthen the aromatic flavor from the cocktail and to make the cocktail look much more beautiful. The excessive amounts of ice cubes in the glasses make the drink appear full and the

underwhelming alcohol content of the glasses also has an impact on the taste of the cocktails. As a result, the cocktail has the flavor of just syrup, ice cubes, and water.



Good place for a hang out

Since we stayed at Cassia this is the place to hang out at night. Nice set up at the beach with DJ playing music. Perfect hang out place for sunset while enjoying cocktails.

Ordered cocktails but could not really taste the alcohol. And for the next order we just had to make sure the bartender to make a stronger one. If I could suggest probably wine would be better than cocktails

Show less

Date of visit: June 2019

See all 5 reviews by O3712Brobins for Lagoi
Ask O3712Brobins about XANA Beach Club

Thank O3712Brobins

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

Figure 1.2 Guest's Comment in Xana Beach Club, Bintan

Source: TripAdvisor (2019)



AVOID THE COCKTAILS

Tried a cocktail. No doubt the worst of my life. Composed of syrup, water and ice cubs. Refused to drink it ... Have a beer or a perhaps a glass of wine...

Tanggal kunjungan: Mei 2019

Ulasan ini adalah opini subjektif dari anggota Tripadvisor, bukan dari Tripadvisor LLC. Tripadvisor melakukan pemeriksaan terhadap ulasan.

Figure 1.3 Guest's Comment in Xana Beach Club, Bintan

Source: TripAdvisor (2019)

The field of this study will take place at Xana Beach Club, which is the only open-air bar and restaurant with a great view at Banyan Tree, Angsana, Cassia and Laguna (Banyan Tree Group) is the only beach club in Bintan with a private beach and pool. Xana Beach is also the signature of Banyan Tree Group, which is located

in Lagoi, Bintan. There is a variety of food and beverages offered by Xana Beach Club restaurant and bar. The icon of this Xana Beach Club that makes it alive is the bartender and the DJ (Disc Jockey) and BBQ event that is held every Friday and Saturday (Lionggodinata, 2023).

Concerning the issue at Xana Beach Club in Bintan, the writer is keen to investigate potential solutions that could enhance the establishment's ability to satisfy customers in the future. The writer's chosen title for the study is "THE ROLE OF BARTENDER EXPERIENCE AND COCKTAIL PRESENTATION TOWARDS CUSTOMER SATISFACTION IN XANA BEACH CLUB, BINTAN," based on the discoveries of this research.

1.2 Problem Formulation

1. How can Xana Beach Club bartenders provide better quality of service by their experience to satisfy the customer?
2. How do communication skills or the presentation of the drinks affect customer satisfaction?
3. How does the bartender experience and beverage presentation affect Xana Beach Club customer satisfaction?

1.3 Research Focus

This research focuses on how Xana Beach Club's bartender experience can affect the satisfaction of the customer, the presentation of the beverage, and customer satisfaction in Xana Beach Club, Bintan.

1.4 Research Objective

The objective of this study is to:

1. To assess how the bartender experience affects customer satisfaction.
2. To analyze how the presentation of cocktails affects consumer satisfaction.
3. To determine whether the appearance of the cocktail and bartender's experience have any interactions that affect client pleasure.

1.5 Benefits of The Research

1.5.1 Theoretical Benefits

Both the writer and the reader may benefit from this research in terms of its advantages. Being able to apply the information learned in lectures to further analyze real bars or clubs, and experiences rather than only studying it theoretically is advantageous for the writer, because this can give the writer a better understanding of how the company and the employee's experience are related. As for the reader, the advantages they can gain from this is that they can learn along with the writer and can use this research as a source of information and guidance if they want to start a business in the hospitality industry especially clubs or bars. or even those who are already operating one and need to know how a skilled or experienced bartender can increase their sales for the business.

1.5.2 Practical Benefits

This study can serve as a guide for the company in determining which aspects of their operations need to be reconsidered, or add new things and examined more closely, such as how they present the better way of their beverage to the customers and train their employees to have more opportunities to increase their

experience in the field and how this bartender experience and cocktail presentation can affect the customer satisfaction of coming again to this beach club.

