MEASURING GUEST SATISFACTION AT BENDEGA RESTAURANT, AT RENON VILLAGE IN DENPASAR IN ASEAN ECONOMY COMMUNITY (AEC) ERA

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Abstract

In Asean Economy Community (AEC) era, the competition in restaurant business is tighter and tighter, in domestic market or in international market (global market) . How to winning the competition?. The Bendega Restaurant must be able to offer an extremely good service to his guests, for example to offer outstanding service to all guests of Bendega restaurant, the price of food are so reasonable, quick service at all the times, much better service than the other competitors.

Bad service, expensive food price, slow service, will make guest disappointed / dissatisfaction, although in a different degree.

This research is aimed to know the activities of Bendega restaurant while measuring guest satisfaction at Bendega Restaurant at Renon Village in Denpasar in Asean Economy Community (AEC) era.

Data of this research was collected by using direct observation, depth interview and documentation.

The data are obtained from informants who know the object of research such as Restaurant Manager, Assistant Restaurant Manager, F&B Supervisor, Restaurant Captains and many waiters and waitress as the front liner of giving services in Bendega Restaurant.

After that, the data was analyzed descriptively. One hundred questionairs were spreading out along one month on feb 2016. The result of the research showed that two third of guests were satisfied, a quarter of them were fair and the rest of them no respons with the services which were offered to the guests.

According to the questionairs showed that the key of success by Bendega Restaurant was by offering fantastic services to their guests.

Keywords *: measuring, guest satisfaction, Bendega Restaurant, Renon, Denpasar, AEC era.*

INTRODUCTION

In general, all kinds of services which are offered by Restaurants are almost the same, although some restaurants have tried to do the best.
But to differenciate one restaurant to the other ones is the quality of its own standard service.

The waiter and waitress who are as the front liner in restaurant service are the most important persons. When the restaurant's guest come into the restaurant, the waiter or waitress is the first person who meet the guest.

As the first liner staff, the waiter should have got an extremely good service to offer the outstanding service to the guests.

The outstanding service which is offered to the guest is as the impression of your management business. What kind of service quality that you offer to your guest, that is the impression of your management business.

In Asean Economy Community (AEC) era, if the restaurant staffs don't offer the outstanding service to the restaurant guest, he will be lost in the competition of restaurant bisiness. How come ?, the guest will move to another restaurant which offers a better service.

In order to winning the competition, the management and all staffs should be able to offer guest satisfaction to all restaurant guests.

As a simple example : The taste of food is nice and delicious, cheap price (reasonable price), the waiter always smile and friendly, the waitress are nice looking, and quick service.

Bad product, expensive, slow service, no smile from waiters, not friendly would make the restaurant guest feel disappointed, and feel unsatisfied.

For example, rank 5 means very very satisfied, rank 4 means satisfied, rank 3 neutral, rank 2 means unsatisfied, and rank 1 very very unsatisfied.

And if after processing, the average rank meet 4.5 or more, the management and the owner would be happy, not necessary to do any actions. But, if the average rank meets 1.5, the management and the owner must take action to solve the problem, which means to find the factors which cause the customers feel unsatisfied or disappointed, then try to drive out those bad factors.

We must make restaurant customer feel satisfied, because if they feel unsatisfied, they will leave us and to become the member of our competitor.

This matter will cause the decrease of our sales omzet and lost our profit. That's why, the management must measure the guest satisfaction, in order to know which attribute of our product makes our customers become unsatisfied.

May be, the service of our waiter is slow, no smile are showing by waiter, unfriendly, the taste of our food is not delicious, the price is too expensive or whatever.

Guest satisfaction is depend on the quality. What does quality mean ?

Quality is the extent to which products meet the requirements of people who use them (Montgomery 1985:267) in Supranto (2014:2)

So that, a product is said good quality if it can meet the need of consumer.

In this case the quality which is is needed, is the quality of comformance (Supranto 2011:2). The quality of comformance reflecting how far the product is sufficient to the consumer need.

Nowadays, the society choose *soft measure* as a quality indicator. This *soft measure* uses a questionair to determine the customer's attitude to the service which has offered and also the attitude of restaurant staff about their satisfaction as a worker.
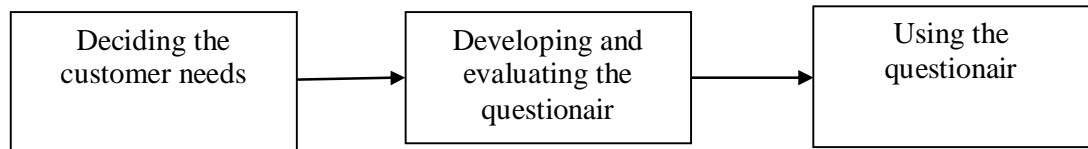
It is important to be understood, that to make the customer feel satisfied, so that the staff as the internal customer must be made satisfied.

There is a good way to measure customer attitude is by using a questionair to know the degrees of guest satisfaction is the best way.

The Bendega Restaurant, besides the taste of his food is delicious and also the service by all waiters there are sufficient and satisfaction because they are quick service and friendly and always smile.

Schema 1.1
A general model for developing by using a questionair of guest satisfaction.

Deciding the customer needs	→	Developing and evaluating the questionair	→	Using the questionair

RESEARCH METHODOLOGY

This research was done at Bendega restaurant, at Renon Village, in Denpasar for two months full, since November 20th, 2015 until January 20th, 2016. The data which are used on this research was qualitative data that came from premier data and secondaire ones.

Qualitative data were gained by doing real observation, depth interview with respondents and documentation.

Most data were got from many informant who know well about the objects which were being searched such as : Restaurant Manager, Assistant Restaurant Manager, Waiters/waitress, Foreigner Guest and local guest.

Some data were collected from guest comment and guest questionnaires who enjoyed lunch or dinner in Bendega Restaurant.

About the method which is used in this research to determine the informants, is purposive methods, by choosing the right man who know and smart enough about measuring guest satisfaction at Bendega Restaurant, at Renon Village, in Denpasar, in order to get the right data and more accurate informations. (Sugiyono, 2009:89).

Talking about determining guest respondent, the researcher was using *accidental sampling*.

It means that everyone was accidentally met by me myself as a researcher and so sufficient with his characteristics, will be used as a sample (Ridwan, 2007:54).

The analysis which is used in this research is *descriptive qualitative analysis*, which means, by explaining the data and informations which has been got from respondent about measuring guest satisfaction at Bendega Restaurant.
Finally all data which has been collected were analysed, studied in detail, announced publicly, to be a scientific informations.

DISCUSSION AND RESULT

Nowadays, is very important by restaurant business to offer his guest a fantastic service to winning restaurant business competition.
How to know that our waiter has done his job well with offering a fantastic service ?.

The management of Bendega Restaurant should measure about guest satisfaction at Bendega Restaurant, at Renon, in Denpasar.

How to measure it?, The management of Bendega Restaurant spread out many questionaires and guest comment to every guest who enjoyed meal there, for lunch or during dinner.

More than one hundred questionaires and guest comment were submitted and was analysed by management and commity, the result was got as follows :

ABILITY OF SUPPORT
Most guest expressed their satisfaction are as follows :
1. I had an extra effort from the waiter when I need it.
2. The waiter always stand-by in Restaurant area to help guest.
3. I can contact the waiter, whenever I need him to help me.
4. The waiter always available in restaurant area whenever he is needed.
5. I can arrange dinner booking with the waiter whenever I need.

The five numbers of guest statements above, it could proved that most guests were satisfied to have lunch and dinner at Bendega Restaurant, at Renon Village, in Denpasar.

There are also responsiveness of support such as follows :
1. They (the waiter) quickly give response when I need a help from him.
2. They (the waiter) help me quickly when I need his assistance.
3. I wait for his help just a moment, not so long time after I asked his assistance.

TALKING ABOUT TIMELINESS OF SUPPORT
There are about four numbers of statements was explained by customers such as follows :
1. They (the waiters) completed their job on time, according to their appointment to me.
2. They do exactly the limit time I determined.
3. They do their responsibilities well according to the time that is agreeing.
4. The dinner is always come on time whenever I enjoyed lunch or dinner in Bendega Restaurant.
   OVERAL SATISFACTION WITH SUPPORT
1. The quality of service of the waiters are so qualified and high quality of grade.
2. The attitude of most waiters are sufficient with my characters.
3. The waiters own way in servicing me in the restaurant, is sufficient with my expectations.
4. I am happy with the manner of waiters when offering service to me.
5. I feel satisfied with the skillful of waiters when giving service to me and to the other consument.

In order to get a development of quality dimension, the Waiter and the Management of Bendega Restaurant should ask for questions via questionaires, to determine the business process and then to deciding the key of this dimensions.

By studying this dimension process, the management of Bendega Restaurant would understand about the customer's need.

CONCLUSSIONS AND SUGGESTIONS

CONCLUSSIONS

After telling a long discussion, I am, as a researcher would like to take some conclussions such as follows :
The waiters of Bendega restaurant have done their best to serve the customer during lunch or dinner times.

The service that offered by waiters / waitress were fantastic qualification which made most restaurant customers felt satisfied. (Bulletin Bendega 2016:7).
The management of Bendega Restaurant was successfully in managing his staffs to be constantly serving the customers with hearth.

According to the depth interview which was done there during two months full, most staff of Bendega Restaurant said that the salary they got from the management was sufficient and make the waiters feel prosperous in their economy.

The relationship between management and waiters and with the other staffs were so intimate, never rudely, never complaining each other, everyday were peace and harmony atmosphere.

It was because of the salary that waiters and staffs got, made the feeling of them became satisfied, then they can offer the fantastic service to the customers.

SUGGESTIONS

After doing research for two months full in Bendega Restaurant at Renon Village in Denpasar, on this good opportunity, I would like to express some positive suggestions to increasing the service quality of Bendega Restaurant in the future.

There is no ivory without cracking. That's a general proverb was said in Indonesia archipelago since hundred years ago. That's why I am as a researcher would like to arise my suggestions here such as follows :
The vocabulary of staffs need to be refreshing by giving a free English course twice in a week for 3 months.

The mastering of structure of the staffs are so weak, they sometimes confusing about the used of simple present tense, simple past tense, simple perfect tense, etc. it is advisable for all waiter to have a free English course in the morning while the restaurant opens for lunch and dinner only.

If the mastering of English of most staff there in Bendega Restaurant become much better, I believe that this Restaurant could be given a five star in classification of Indonesian Hotel and Restaurant Association (IHRA) in the future.

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