

## Waiter And Waitress Role In Increasing Service Quality In Jayakarta Hotel

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**Abstrack.** This research was conducted to determine the role of waiter and waitress in improving the quality of service at Nat's Coffee Shop. In this study, method used is a qualitative approach and data collection techniques using interview and observation. In carrying out and optimizing the role and responsibilities of waiter and waitress who are on duty every day, the head waiter divides task to waiter and waitress before the restaurant open to help preparation. The role of the waiter and waitress is the preparation of tableware, responsible for the operaton until the restaurant is closed. Service in Nat's Coffee Shop based on the 5 dimension are considered adequate, but is not optimal. The obstacles faced by waiter and waiters are the limited number of employess which cause slow service delivery.

**Keywords:** Waiter And Waitress Role, Increasing Service Quality.

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## INTRODUCTION

Labuan Bajo is one of ten new Bali destination in Indonesia. This town also categorized as one of five super priority tourist destination in Indonesia. As a super priority destination, Labuan Bajo prioritizes service excellence and and offers high-quality product to customers. As a result, there are hotels and restaurants were built to support tourist's needs. This condition affect the competition between these industries. One of the important aspects in facing competition is providing professional and reliable workforces.

Hotel as temporary stopover for tourists doing tourism activities, needs high quality human resources (Leiper, 1979). This is caused by hotel customer actually move from one place which is their home, to another place, even if it is only temporarily (Kim & Kim, 2022).

Consequently, tourist needs good service on their visit. In order to create good image, The Jayakarta Suites Komodo Flores Hotel assigns policy, including in service by providing professional workforces. However, providing professional workforces is not an easy thing. This is related to many aspects affects human resources quality. Friendly and proper guest services make guest feel welcomed and respected in that property.

Restaurant as a place providing food and beverage service should make good impression to their guest (Walker, 2021). Based on research from Irfandiraja in Bidakarya Fancy Hotel Tunjungan Plaza, service excellence increases guest satisfaction. Therefore, indirectly it can be marketing tools to promote hotel and restaurant reputation in community. A professional waiter should provide excellent service in serving food and beverage in restaurant. This has positive impact on service evaluation in hotel. As a result, this will increase guest's loyalty and hotel's profit.

Waiter is a man having duties and responsibilities to serve food and beverage professionally. Quality food service following the hotel standard affects guest satisfaction. Waiter should have speed and accuracy skill in serving guest. Waiter has crucial roles in increasing service quality and operational smoothness. Therefore, waiter and waitress role in increasing service quality in Jayakarta Hotel is studied.

## LITERATURE REVIEW

The roles of waiters and waitresses play a pivotal role in enhancing the overall service quality at Natt's Coffee Shop (Suhud et al., 2020). They are integral in creating a positive and memorable experience for guests. Firstly, they are responsible for warmly welcoming customers and attending to their needs, setting the tone for a pleasant dining experience.

Waiters and waitresses are also tasked with ensuring that tables are impeccably set and clean before guests are seated (Nugraha et al., 2020). They must maintain a keen eye on the dining area, promptly clearing empty plates and glasses to keep the ambiance tidy and inviting. By doing so, they contribute to a comfortable and welcoming atmosphere for diners.

Moreover, waiters and waitresses actively engage with guests, providing recommendations on the menu and accommodating special requests or dietary preferences (Andriani et al., 2020). This personalized approach not only showcases excellent customer service but also ensures that guests' preferences are catered to, enhancing their overall satisfaction.

Efficiency is another crucial aspect of their role. Timely and accurate order taking, as well as coordination with the kitchen, ensures that meals are served promptly and as requested. They are also responsible for ensuring that all orders are complete and accurate before being served to guests, thereby preventing any potential misunderstandings or inconveniences.

Lastly, the interactions between waiters, waitresses, and guests contribute to the establishment's reputation and repeat business. Friendly, attentive, and respectful communication builds a positive rapport, encouraging guests to return and recommend the establishment to others.

In summary, the roles of waiters and waitresses go beyond the basic tasks of serving food; they are instrumental in elevating service quality by providing exceptional hospitality, maintaining a clean and organized environment, accommodating individual preferences, and fostering positive interactions that leave a lasting impression on guests.

## **METHOD**

Method using in this research was qualitative descriptive. Data collection technique using were observation, interview and documentation. Observation was conduct when waiter and waitress serving restaurant's guest. Interview was conduct to restaurant' staffs to collect data and information related to service process and standard operation procedure when guest visit restaurant until the guest leaves the restaurant. While documentation using to support observation and interview in pictures.

## **RESULTS AND DISCUSSION**

### **1. Waiter And Waitress Role In Increasing Service Quality In Jayakarta Suites Komodo Flores**

Natt's Coffee Shop holds a unique position as the sole restaurant within Jayakarta Suites Komodo Flores Hotel. This hotel boasts an impressive capacity of accommodating up to 80 individuals and operates round-the-clock. Natt's Coffee Shop takes on diverse responsibilities, overseeing not only the dining area but also Nick's Bar, banquet services, and room service.

The work guidelines meticulously outlined for the waiters and waitresses in Nat's Coffee Shop serve as a framework for ensuring seamless operations and exceptional customer service. Firstly, they are expected to report their presence to the security personnel upon arrival. Before stepping into the restaurant, they diligently stow away their personal belongings in the designated staff lockers. To maintain a professional demeanor, the staff carefully inspects their own appearances before engaging with guests.

In an effort to facilitate a smooth start to the day, the waiters and waitresses arrive at the establishment a commendable 20 minutes before the official business hours. During this period, they meticulously prepare for their tasks at hand. This preparation includes tasks such as cleaning tables and chairs, employing a semi-dry cloth to ensure cleanliness. Moreover, the counters are diligently scrubbed to eliminate any traces of dirt.

The attention to detail continues as the waiters and waitresses meticulously cleanse all tableware, encompassing chinaware, glassware, and cutlery. The tableware is then categorized based on its type and size, thoughtfully arranged in their respective designated spaces. As a symbol of warm hospitality, one of the restaurant's staff members stands ready at the counter to wholeheartedly welcome arriving guests during operational hours.

Throughout their duties, the waiters and waitresses remain mindful of the availability of raw materials, ensuring a seamless workflow and the ability to fulfill customer orders effectively. By adhering to these comprehensive guidelines, the waitstaff at Natt's Coffee Shop actively contribute to maintaining the establishment's reputation for exceptional service and fostering a delightful dining experience.

Natt's Coffee Shop takes pride in offering a diverse array of service styles, presenting guests with two distinctive options: French Service and Russian Service.

The French Service embodies an engaging culinary experience, orchestrated by the skilled chef and presented with finesse by the waitstaff. This exclusive service caters to guests who have reserved for groups of 10 to 20 individuals, crafting a tailor-made

breakfast affair. Preparations are meticulous as the waitstaff readies the required cutlery and glassware. Chinaware is thoughtfully positioned within easy reach of the cooking area. With an eye for detail, each table is meticulously set, aligning with the number of anticipated guests. During the service, the waitstaff are fully immersed in their role, attentively catering to guests' needs. Water is elegantly poured into goblets from pitchers, ensuring every guest remains refreshed. The culinary masterpieces created by the chef are expertly conveyed from the live cooking station to the guests' tables, with used equipment swiftly exchanged for pristine alternatives. After the French Service concludes, the waitstaff shift their focus to maintaining a pristine environment. Tables are meticulously wiped down with damp cloths, preserving an immaculate dining space. Concurrently, the service station is tidied, and all used equipment is diligently collected for proper stewardship.

On the other hand, the Russian Service embraces a buffet-style approach, catering to gatherings of over 20 guests during breakfast, lunch, and dinner hours. The waitstaff's preparations encompass a spectrum of tasks, including the meticulous arrangement of cutlery, chinaware, and glassware. Serving plates, alongside coffee and tea provisions, are meticulously readied. Water pitchers are filled, and tables are meticulously set to create an inviting atmosphere. Once guests are present, the waitstaff seamlessly extend their services. With grace, they guide guests to the buffet area, allowing them to select their desired dishes. Water goblets are gracefully filled, ensuring hydration throughout the meal. Coffee and tea options are also offered, enhancing the dining experience. The waitstaff's efficiency shines as they promptly replace used equipment with clean counterparts, assuring a hygienic and enjoyable dining environment. Post-meal, tables are thoroughly cleaned using damp cloths, and the service station is tidied. All used equipment is gathered, underscoring the waitstaff's commitment to proper stewardship.

In both the French and Russian Services, Natt's Coffee Shop underscores its dedication to unparalleled hospitality and exceptional dining encounters. By catering to a spectrum of preferences and needs, the establishment solidifies its reputation as a destination that transcends culinary excellence.

## 2. Challenges Faced By Waiter And Waitress In Increasing Service Quality

According to Tjiptono's perspective, the notion of service quality involves a complex interplay of various factors, including the product, service itself, human resources, operational processes, and the overall environment. At its essence, the goal is to meet or even surpass the expectations set for service standards. This multifaceted concept is structured around five distinct dimensions: reliability, responsiveness, assurance, empathy, and tangibles.

In the concerted effort to enhance the already favorable reputation of Nat's Coffee Shop, the central focus lies on achieving guest satisfaction. The pivotal determinant of guest contentment is the alignment of their service experience with their initial expectations. The hallmark of contented patrons is the absence of grievances or complaints. While the service quality at Nat's Coffee Shop reasonably adheres to the five dimensions of service quality, there exists a discernible scope for improvement due to specific challenges that have surfaced.

In terms of reliability, the constrained workforce directly contributes to a gradual service pace, resulting in guest dissatisfaction and potential complaints. The dimension of responsiveness demands heightened attention to service speed and precision due to the notable distance between service stations and the primary service area, which may lead to possible delays.

The assurance dimension poses a particular challenge concerning waiter absenteeism during operational hours and the need to foster a more robust sense of

responsibility among the staff. Likewise, the empathy dimension indicates that guests might not consistently experience the desired level of attentiveness from the waitstaff due to the less accessible connection between the bar and the restaurant area.

Lastly, under the tangible dimension, while employees generally present a satisfactory appearance, inconsistencies exist in adhering to the professional standards expected of waitstaff.

Addressing these challenges head-on is of paramount importance for Nat's Coffee Shop. This endeavor not only ensures that service quality seamlessly aligns with the five dimensions but also reinforces the establishment's commitment to delivering an exceptional and memorable dining experience. By strategically devising and implementing targeted solutions, the coffee shop is well-positioned to elevate its already positive image and solidify its position as the preferred dining destination for its valued clientele.

## CONCLUSION

Waiter and waitress role in giving service affects on guest satisfaction. It can be seen from guest response when their need is fulfilled. Their roles include preparation, operational, and closing. Waiter responsible for guest comfort by taking care of equipments used by guest. Service in Nat's Coffee Shop based on the 5 dimension are considered adequate, but is not optimal.

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