

**THE ROLE OF WAITERS IN PROVIDING SERVICE TO GUESTS AT CAPA
RESORT RESTAURANT MAUMERE**

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Abstrak: Tujuan penelitian: Penelitian ini bertujuan untuk mempelajari lebih lanjut tentang peran penting pelayan dalam memastikan kepuasan tamu di Restoran Capa Resort Maumere. Metodologi: Penelitian ini bersifat kualitatif dengan teknik pengumpulan data melalui wawancara dengan pelayan, dan tamu restoran secara menyeluruh untuk mengetahui perspektif mereka tentang masalah ini. Penelitian ini dilakukan karena peneliti melihat bahwa peran pelayan sering diremehkan, padahal memiliki peran penting dalam menjaga kepuasan tamu dan citra restoran. Restoran Capa Resort dipilih karena memiliki tingkat kunjungan yang tinggi dan reputasi yang baik untuk layanan, menjadikannya lokasi yang tepat untuk memahami bagaimana layanan yang diberikan oleh pelayan dapat memengaruhi pengalaman tamu secara keseluruhan. Temuan Utama: Hasil penelitian ini menunjukkan bahwa Pelayan di Restoran Capa Resort di Maumere memainkan peran penting dalam memberikan layanan yang sangat baik kepada tamu. Tanggung jawab mereka meliputi menyiapkan area makan, menerima pesanan, menyajikan makanan dan minuman, membersihkan meja, dan memastikan kepuasan tamu selama pengalaman bersantap mereka. Mereka bertindak sebagai jembatan antara dapur dan tamu, memastikan layanan yang lancar dan efisien.

Kata Kunci: Pelayan, Kepuasan Tamu, Restoran.

***Abstract:** Purpose of the study: This research aims to learn more about the important role that waiters play in ensuring guest satisfaction at Capa Resort Maumere Restaurant. Methodology: This a qualitative with data collection techniques through interviews with waiters, and restaurant guests thoroughly to find out their perspectives on this issue. This research was conducted because the researcher saw that the role of waiters is often underestimated, even though it has a crucial role in maintaining guest satisfaction and restaurant image. Capa Resort Restaurant was chosen because it has a high visitation rate and a good reputation for service, making it the right location to understand how the service provided by waiters can affect the overall guest experience. Main Findings: The results of this study show that Waiters at the Capa Resort Restaurant in Maumere play a crucial role in providing excellent service to guests. Their responsibilities include setting up the dining area, taking orders, serving food and drinks, clearing tables, and ensuring guest satisfaction throughout their dining experience. They act as a bridge between the kitchen and the guests, ensuring smooth and efficient service.*

Keywords: Waiters, Guest Satisfaction, Restaurant.

INTRODUCTION

Over the years, the hospitality and tourism industry has undergone significant transformations, which have affected the way humans interact with each other. The hospitality and tourism sector was completely transformed by the modern Industrial Revolution. This situation led to the emergence of large hotels and luxury resorts around the world, attracting tourists from all over the world, (Risa *et al.*, 2024).

The hospitality industry is one of the most important parts of the tourism industry. In terms of both revenue and job creation, the industry plays a significant role in a country's economy. However, the hospitality sector is also facing increasing competition, especially in today's technological era.

According to Law Number 10 of 2009, the tourism sector consists of various businesses, such as tourist attractions; tourist areas; transportation and travel; food and beverages; accommodation; meetings, travel incentives, conferences, and exhibitions; tourism information; tourism consultants; tour guides; and spas. The tourism industry has a complicated regulatory mechanism as it covers the transportation of customers from their home country to tourist sites to their return to their home country. It includes various elements such as travel agencies, tour operators, accommodation, restaurants, art shops, money changers, transportation, and others.

As a source of state or regional income, the tourism sector is very important. Tourism areas develop due to the large number of residents, life needs, and tourism potential. Community creativity is enhanced by population growth and increasing economic needs by creating new tourist destinations by utilizing the area around tourist sites.

The development of new tourist areas is expected to attract more domestic and foreign tourists to various tourist sites at home and abroad. The tourism industry plays a very important role in developing tourist areas in a region. Local governments should be more careful in assessing and developing local tourist destinations. The more tourist attractions, the more employment opportunities for the surrounding community, (Yudhoyono, 2021).

In the hospitality industry, service focuses on hospitality attitudes that make visitors comfortable and happy and want to return when they get a good impression and are satisfied from the service they receive (Komang Ratih 2021). Every service, both in hotels and restaurants, usually has its own work procedures. These procedures apply not only to service

but also during restaurant operations, from opening to closing.

A restaurant is an important part of a hotel because not only do guests need food and drinks, but it is also a must-have facility for hotels. According to Tangian (2019), a restaurant is a place that provides food and drinks. Providing satisfaction to customers is the main purpose of establishing a restaurant. Capa Resort Maumere is one of the best accommodation places in Maumere that offers a luxurious and relaxing experience. The restaurant also serves a variety of local and international cuisines to satisfy guests' taste buds.

A waiter is required not only to have good facilities and meet the needs of guests, but also to be able to carry out standard operating procedures, namely serving customers from entry to exit and handling customer complaints while in the restaurant, (Mertayasa).

Guest satisfaction is essential for maintaining reputation and attracting new visitors. To assess hotel performance, managers must consider customer satisfaction. Therefore, the hospitality industry must really pay attention to the components that cause customer satisfaction and dissatisfaction.

Satisfied customers tend to return and recommend the hotel, while dissatisfied customers tend to spread bad news through word of mouth, which tarnishes the hotel's reputation and image and deters new customers (Li et al., 2020). Therefore, a deeper understanding of the role of waiters in maintaining guest satisfaction at the Capa Resort Maumere restaurant is needed to achieve maximum satisfaction levels.

Capa Resort Restaurant Maumere is one of the restaurants with the highest number of visitors and is liked by most guests, both local and foreign. The reason why the researcher wants to research the waiters in the Capa Resort Restaurant Maumere is because according to the researcher, a waiter has a very important role in a restaurant. In addition, the job as a waiter in a restaurant is an ordinary job, even people like to underestimate the job as a waiter. But the job as a waiter is a very good job, because if we provide good service, then guests from various regions are satisfied with the service provided by a waiter in the restaurant. So, the researcher is interested in knowing the important role that waiters give to guests at Capa Resort Restaurant Maumere.

Based on the above background, the researcher have the following problem formulations is What kind of role does a waiter give to manage the service at the Capa Resort Restaurant Maumere? and How do guests respond to the service provided by a waiter at Capa Resort

Restaurant Maumere?

Based on the formulation of the problem above, the research objectives that can be achieved namely: To find out the role of a waiter give to manage the service at the Capa Resort Restaurant Maumere and To find out the guests' respond to the service provided by a waiter at Capa Resort Restaurant Maumere.

RESEARCH METHODS

This research employs qualitative research approach. Bogdan and Taylor in Haryono, (2023) define qualitative research as research that produces descriptive data in the form of written or spoken words from people and observable behavior. Qualitative research methods are research methods used to understand social phenomena in depth and detail. Descriptive type research aims to collecting information or symptoms of the state when the research was conducted (Miss Meti, 2024).

In this study the research at the Capa Resort Restaurant located at Naiora Waipare Street Alok, Sikka, Watumilok, Flores, Sikka Regency, East Nusa Tenggara. The data sources in this research are primary and secondary data. Daud et al., (2022) Defines primary data as information gathered directly from the source, typically through opinion trails, interviews, and other sources Primary data are directly collected, observed, and documented. In this research, primary data was obtained through In-depth interviews with the informant which consist of eight informants consisting of 3 waiters and five guests. Each respondent gave their views on the service in the restaurant, both in terms of the waiter and the experience as a guest. Secondary data as information gathered via reading, researching, and comprehending material from books, articles, and other media. Data derived from document sources is known as secondary data. The document data that is being discussed here is information taken from books, journals, research reports, and other sources (Kaharuddin, 2021). In this research, secondary data is obtained from the internet of resort capa maumere related to the profile of resort capa and pictures of resort capa.

In this study, the researcher used three data collection techniques.

a) Observation

Observation is an observation with automatic recording of an observed situation/symptom (Auliya, N. H. et al., 2020). At this stage the researcher will make direct observations at the Capa Resort Maumere Restaurant based on the observation sheet. Activities

carried out by researcher:

- 1) Taking notes on how the waiter welcomes guests, sets the table, and serves the food.
- 2) Observed whether the waiter followed SOPs, such as the use of polite language, smile, and fast service.
- 3) Fill in the observation instrument sheet based on aspects such as waiter appearance, ordering process, complaint resolution, and payment process.

b) Interview

Interviews a dialog conducted by the interviewer to obtain information from the interviewee. At this stage the researcher conducted in-depth interviews with 3 waiters and 5 guests as informants selected using purposive sampling technique. Activities carried out by researcher :

- 1) Asked waiters open-ended questions about their duties, constraints, SOP implementation, and training.
- 2) Asked guests about their impressions of the service, waiter friendliness, and how their complaints were responded to.
- 3) Taking notes and recording informants' answers to be thematically analyzed.

c) Documentation

Documentation in the form of documents such as books, magazines, journals, articles, minutes, reports, notes, videos, photos, images, and others both printed and digital (Sugiyono, 2019). The documents used by researcher here are photos, images, and data about Capa Resort Maumere. The documentation technique was used to complement primary data through relevant documents and visuals. Activities carried out by researcher: Collecting documentation in the form of photos of interview and observation activities in the restaurant at Capa Resort Maumere .

There are 3 stages in data analysis (Milles in 2023), namely:

a. Presentation of data

Presentation of data can be in the form of writing or words, pictures, graphs and tables. The purpose of presenting data is to combine information so that it can describe the situation that occurred. During the on-site research at Capa Resort Maumere), the researcher did the following:

- 1) Recorded the main findings from direct observation of the interaction between waiters and guests.
- 2) Transcribed the interviews of the eight informants (3 waiters and 5 guests) into text form, then identified the important parts related to the waiter's role and guest responses.
- 3) Clustering the data into themes, such as: professional demeanour, application of SOPs, time management, atmosphere created by the waiter, and complaint handling.

b. Reduction of Data

Reduction of data is a data analysis data analysis that classifies, categorizes, and discarding what is not important to make it easier to draw conclusions. At this stage the researcher conducts :

- 1) The researcher presents thematic narratives based on informants' answers and observation results. For example, direct quotes from waiters about SOPs or from guests about service friendliness.
- 2) The data is organised in the form of descriptive descriptions and tables of interview results, so that readers can see the relationship between theory and practice in the field.

c. Verification of Data

Verification data is the interpretation of understanding the meaning of a series of data that has been presented. In the form of descriptive and reflective. at this stage the researcher conducts :

- 1) The researcher compared data from interviews and observations, then drew the conclusion that the role of waiters at Capa Resort is very influential on guest satisfaction.
- 2) Researchers triangulated the data, namely matching the answers from waiters, guests, and observations to ensure the truth of the information.

RESULTS AND DISCUSSION

Results

In this section, researcher will describe the results of research findings.

1. The Role of Waiters in Providing Services at Capa Resort Restaurant Maumere.

The service provided by a waiter is not only limited to bringing food and drinks to the guest table. At Capa Resort Restaurant Maumere, waiters play many important roles that

directly impact guest comfort, satisfaction, and loyalty. The following is a description of each role based on the research results:

a. Provide Friendly and Professional Service

Friendly and professional service is the main foundation in building an emotional connection between waiters and guests. Good waiters not only perform their physical duties but are also able to show empathy and friendliness as part of their professionalism. This is clearly observed at Capa Resort, where waiters emphasize courtesy, greeting with a smile, and maintaining positive eye contact and body language. This statement is in accordance with the quote from the waiters who stated that:

“I always try to greet guests with a smile and polite language, because first impressions are important.”

As such, hospitality is not just common courtesy, but a communication strategy that strengthens relationships with guests.

b. Implement the SOP Consistently and Thoroughly

Standard Operating Procedure (SOP) is the main work reference for waiters in serving guests in a consistent and structured manner. The SOP covers the entire process from welcoming, serving, to handling complaints and closing the service. SOP implementation is crucial in maintaining uniform service standards so that quality is maintained.

Not only that, but SOPs also demand a quick response to complaints. For example, when a guest feels the food is not suitable, the waiter should not blame the guest, but instead offer a professional solution. This is in accordance with what the researchers found and in accordance with the quote from the waiters that:

“We have to greet guests with a smile, explain the menu clearly, record orders correctly, and relay them to the kitchen without any errors.”

Proper implementation of SOPs gives a professional impression and makes guests feel secure that the service they receive is structured and reliable.

c. Time Management and Service Prioritization

The ability to manage time and prioritize service is a crucial skill, especially when the restaurant is during peak hours such as lunch or weekends. Waiters are required to think fast, determining the order of service based on the arrival and level of guest needs.

When there are guests arriving at the same time, waiters must organize the service with a queue system based on the order of arrival and urgent needs. Coordination between team members is also done to speed up service. The researcher found that the waiters at the Capa resort have implemented time management and priority services well. This is in accordance with the quote from the waiters that:

“If guests arrive at the same time, we use a queuing system, seeing who comes first and who needs to be served faster”.

This attitude reflects good time management and coordination between teams, such as between waiters and kitchen and cashiers.

d. Creating a cozy atmosphere

The role of a waiter is not only technical, but also emotional and atmospheric. They are tasked with maintaining a calm and pleasant atmosphere while guests enjoy their meal. It is important that guests feel at home and impressed, which in turn encourages them to return. The above statement is supported by a quote from a waiter who stated that:

“I greet guests with a smile, be polite, and always ready to help if needed, but also don't approach too often to keep guests comfortable.”

Good service should strike a balance between being present and being unobtrusive.

2. Guest Responses to Waiters' Services at Capa Resort Restaurant Maumere

Guest response to the service provided by waiters at Capa Resort Restaurant Maumere is an important indicator in measuring overall service quality. Based on interviews that have been conducted at Capa Maumere resort, there are several results found by researcher related to the duties and roles of Guests including:

a. Friendliness and Responsiveness of Service

The majority of guests stated that the waiters at Capa Resort were friendly, attentive, and responsive to guests' needs. This creates a comfortable interaction while in the restaurant. This is supported by the guest statement that:

"In my opinion, the service is very friendly and responsive. Every time I come, the waiter greets me with a smile and full attention."

b. Satisfaction with Speed and Accuracy of Service

Positive responses were also given by guests regarding the timeliness and accuracy in order delivery. Although there were a few instances where service was slightly delayed, the waiter always provided polite explanations and solutions. This is in accordance with the guest's statement that:

"The order came as requested and at the right time. Sometimes it's a bit slow, but it's explained well."

c. Feeling cared for in a restaurant

Most guests felt that they were well taken care of during their meal at the restaurant. Waiters were seen actively observing guests' needs, such as refilling drinks or offering additional assistance without having to be asked. The above statement is in line with the guest quote that:

"I feel cared for because the waiters often look at the table and offer help without having to be called."

d. Comfort in Interacting with Waiters

Guests feel comfortable interacting with the waiters because they are polite, communicative, and able to be good listeners. There is no stiffness or awkwardness in the communication between waiters and guests. The above statement is supported by a guest quote that:

"The waiters here are communicative and easy to talk to. I don't feel awkward when making requests."

e. Ability to Handle Complaints and Problems

Some guests also recounted experiences where they were dissatisfied, but were told that the waiter responded to the complaint quickly, politely, and provided the right solution. This is supported by a statement from a guest who said

“Once the order took a long time to arrive, but the waiter immediately explained and apologized, even offering a replacement or discount.”

From the interview results, guest responses to waiter service at Capa Resort were very positive, both in terms of attitude, communication, speed of service, and problem handling. Guests feel cared for and appreciated, which is a strong indicator that the role of the waiter is very important in creating a pleasant dining experience.

Discussion

Based on the results of the interviews, it can be concluded that the quality of service at Capa Resort Restaurant is quite good from the perspective of both waiters and guests. The waiters show a deep understanding of their roles, supported by the training they have attended. They are able to handle various situations professionally, including when the restaurant is crowded and when facing complaints from guests.

This is in line with Soekresno's opinion (in Noviastuti, 2022) which states that satisfactory service for guests (excellent service) can be achieved through the appearance and good attitude of the waiter. A neat appearance and friendly attitude will give a positive impression to guests, thereby increasing their satisfaction.

This opinion is reinforced by Green (2024) who states that a waiter must have good communication skills, be able to manage work pressure, and provide consistent service from the beginning to the end of operational hours. In the context of this research, the waiters at Capa Resort have proven that they are not only focused on delivering food, but also on creating a comfortable and pleasant atmosphere for guests.

In addition, Genny's (2024) opinion regarding the importance of implementing SOP (Standard Operating Procedure) in restaurant services is also evident in the field. The waiters at Capa Resort were able to execute the SOPs, from welcoming guests, recording orders, communicating with the kitchen, to handling complaints, which overall contributed to a positive dining experience.

From the guest side, most of them rated the service as friendly, fast, and responsive. Although there are some obstacles such as delays in service, this is offset by the responsiveness of the waiters in providing appropriate solutions. This reinforces the theory of Li et al. (2020) which states that guest satisfaction is closely correlated with their loyalty, and waiters who are able to handle complaints well will strengthen the positive image of the restaurant.

The alignment between guest expectations and waiters' understanding of good service standards shows that service management in this restaurant is running quite effectively. For future improvements, strengthening training and enhancing teamwork are key in maintaining and improving service quality

CONCLUSION

This study concludes that the role of waiters is very decisive in shaping service quality and guest satisfaction in hotel restaurants, especially at Capa Resort Restaurant Maumere. They not only work based on procedures, but also act as Provide friendly and Professional Service, Implement SOP Consistently and Throughly, Time Management and Service Prioritization and Creating a cozy atmosphere .And base on responses guests ,it was found that; waiters Friendliness and Responsivness of Service, Satisfaction with Speed and Accuracy of Service, Feeling cared for in a restaurant, Confort in Interacting with Waiters and Ability to Handle Complaints and Problem.

With these results, the research successfully answered both problem formulations thoroughly and made a real contribution to the understanding of the importance of the waiter's role in guest satisfaction-based restaurant service management.

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