



The Role Of The Staff In Improving Work Operations At The Coffee Shop To Increase Guest Satisfaction At Garuda Plaza Medan Hotel

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ABSTRACT

This study aims to determine the waiter's service to guest satisfaction, know the sense of empathy and sympathy of the waiter to the guest's happiness, and know the supervisor's supervision of the waiter's service in the restaurant. This research was conducted on waiters, supervisors, and guests. There are five waitresses in the Coffee Shop, two supervisors, and sampling for guests. The results showed that 65% of waiters did not know about service in increasing guest satisfaction, 57.15% of supervisors did not supervise the work of the waiter in improving operations. working at the Coffee Shop and 65.72% of guests feel less satisfied and comfortable with the services provided by the waitress at the Coffee Shop

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1. Introduction

North Sumatra Province is one of the provinces that has various tourist destinations in Indonesia, which are visited by many foreign tourists both from abroad and domestically. Tourism in North Sumatra Province is one sector that sells services and accommodations both in terms of culture, natural beauty, hospitality, and services that always satisfy tourist guests[1]. The tourism industry in North Sumatra Province is in great demand by foreign tourists because of the beauty and uniqueness of this tourism. One of the areas that tourists are interested in is the city of Medan[2]. So that many tourists visit to enjoy the beauty of it. The rapidly growing tourism industry is one of the sectors that can increase foreign exchange for the city of Medan, which can be managed potentially to improve the community's standard of living both in terms of culture, economy, and civilization and improve the quality of life education[3].

In supporting the development and advancement of tourism in the city of Medan, the facilities needed by tourists are built, such as hotels, restaurants, bars, or other entertainment places that can satisfy the tourists[4]. All these facilities are very important for the progress and development of tourism in Medan. The more often a tourist trip is carried out, it will require accommodation that supports the travel of tourists visiting the city of Medan[5]. One component that supports the tourism industry is lodging services, namely hotels. The hotel is one of the accommodations that plays an important role in the world of tourism, providing accommodation and providing professional services for guests, including the provision of food, beverages, and other commercial facilities[6].

The world of hospitality has a broad dimension, where the hotel also has several departments that support each other to provide benefits for the hotel. One of them is the Food and Beverage Department, where this department is responsible for serving food and beverages to guests, both staying at the hotel and those not staying at the hotel. Coffee Shop is one of the Food And Beverage Departments at Garuda Plaza Hotel Medan, which provides various types of food and various types of drinks[7].

To improve the smooth operation of work, it takes waiters who are able to cooperate with other waiters and also have knowledge of service in restaurants so that they can provide good service to satisfy guests, which indirectly provides benefits for the hotel. However, as long as the author does the Field Work Practice (PKL) and at the same time conducts research at the Coffee Shop at Garuda Plaza Hotel Medan[8]. The author found many guests who were dissatisfied and disappointed with the service provided by the waiter. This is due to a lack of mutual cooperation, irresponsible waiters in carrying out their duties, and lack of knowledge about services at the Coffee Shop at Hotel Garuda Plaza Medan.

The role of a waiter can be known by the way they carry out their respective duties to facilitate work operations at the hotel so that guests can feel satisfied with the service they receive or get. If the service is received in accordance with guest expectations, then the role of a waiter can be perceived as very good and of high quality.

On the other hand, if the waiter does not do his job and does not cooperate with other waiters, then a waiter will find it difficult to serve guests so that guests do not get good enough service because the service of a waiter is considered by guests[9]. The ineffectiveness of work operations at the hotel greatly affects guest satisfaction.

2. Literature Review

The food and beverage department is divided into two parts that depend on each other and must work together. The two parts are:

- a. Food and beverage at the front (front service)
That is the part that is directly related to guests, consisting of a bar, restaurant, banquet and room service
- b. Food and beverage in the back (back service)
That is the part that is not directly related to guests because it has to go through the middleman of the waiter, which consists of the kitchen and stewarding.

According to Soekresno and Pendi (1998:4) states that the Food and Beverage Department is part of the hotel that takes care of and is responsible for the needs of food and beverage services as well as other related needs of guests who live or do not stay at the hotel and are managed commercially. as well as professional[10].

2.1. Knowledge of Waitress

In carrying out his work, a waiter must have good behavior, attitude, look neat in providing good service to guests and be able to cooperate with other waiters. This is very important and must be owned by a waiter, so that guests can give a good impression of the waiter when the waiter serves guests in the restaurant.

According to Marsum Widjojo Atmodjo (2005:90-91) in his book "Restaurants and All Its Problems"[11].

- a. Civilization and manners (manners), the basis of this rule is not to do something that other people don't like or are harmed— for example, working only for your own pleasure without seeing the difficulties faced by other employees and not smoking because not everyone likes the smell of cigarettes. Moreover, those of us who work in relation to food and drink must be properly sanitized.
- b. Initiative, where we have to do the work we have to do without having to wait for orders from superiors first.



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- c. Having a sense of friendliness (friendliness), good friends with co-workers is very important. This will make work more enjoyable.
- d. Cooperation (cooperative), a waiter/waitress must be willing and willing to cooperate well with co-workers in completing the work that has been determined.
- e. Knowledgeable, a good waiter/waitress must learn a proper waiter method. And the waiter/waitress must always develop knowledge, especially about menu ingredients.

A waiter must equip himself with knowledge related to his duties. In order to communicate effectively with guests, and must always try to improve his language skills as well as the language of the guests, he is dealing with.

The following are the qualifications of a waiter according to Richard Sihite (2005:8)[12]:

- a. Have a general knowledge of service standards in restaurants and bars.
- b. Able to speak English.
- c. Have a good sales spirit.
- d. Knowing the types and variations of food and drinks sold in restaurants.
- e. Friendly and courteous and well dressed and clean.
- f. Easy to understand the drinks and food ordered by guests.
- g. Knowing about all the facilities in the hotel, especially in the restaurant.

In addition to these demands, the waiter must also know the service procedures in the restaurant starting from guests arriving, serving food and drinks to guests, until guests leave the restaurant.

Good Service is very influential on income in a restaurant. Therefore there are several stages that waiters need to know to be able to serve guests well. According to W.A. Marcum (2005:65-70) in his book entitled "Restaurants and All Its Problems," Service to guests who come to the restaurant is divided into several stages, namely:

- a. Giving greetings (Greeting and According).
- b. Seating guests (Seating Guest).
- c. Offer drinks (Beverage Suggestion).
- d. Provide a menu list (Menu Presenting).
- e. Serving drinks and iced water to water goblets (Serving beverage and Iced Water).
- f. Taking guest orders (Taking Orders).
- g. Writing guest order form (Slip Order).
- h. Payment (Payment).
- i. Greeting guests when leaving the restaurant (Greeting).

From the quote above, knowledge about restaurants is very important for waiters in serving various types of food and drinks and following service procedures so that they can provide the best Service to guests who come to the restaurant.

2.3 Supervisor Supervision of Waiters

Supervisor comes from the Latin "supervisor," which means "to check" or "to supervise." Initially, this term was used to refer to the employer of a group of craftsmen. In Indonesian, the term supervisor is referred to as "Supervisor," which comes from the word "selia," which means "tidy order"; supervise, which means "to see" or "to watch". In the Big Indonesian Dictionary (KBBI), the supervisor is defined as a supervisor, supervisor, or manager who is responsible for the work of employees appropriately and efficiently in accordance with the tasks determined by their superiors[13]. So, a supervisor is a manager who has a worker-level subordinate (operator) and who is not a management function, according to Ahmad Subagiyo in: (<https://ahbagiyo.wordpress.com/2010/08/28/peran-dan-tantangan-seorang-supervisor/> accessed May 2021).

According to Rifa'i (1992: 20), formulating the term supervision is professional supervision because, in addition to being more specific, it also makes observations on academic activities based on scientific ability, and the approach is no longer ordinary management supervision but is more demanding in character. Democratic and humanistic professionals by education inspectors. From the two opinions above, it can be concluded that a supervisor is someone whose position is in the middle, namely between a supervisor or manager and a subordinate, who is directly related to work operations and has the authority to supervise, give direction or provide a procedure that controls the implementation of work[14]. Supervisors are also given the task of providing training for their subordinates. According to Terry in the book Sujamto (1986:17) states that supervision is to determine what has been achieved, conduct an evaluation of his superiors, and take corrective actions if necessary to ensure that the results are in accordance with the plan. Meanwhile, according to Siagian (1990:107), supervision is the process of observing, determining the standards to be achieved, assessing implementation, and, if necessary, taking corrective action so that implementation can proceed according to a predetermined plan. The supervisory functions referred to include the following:

1. Prevent deviations.
2. Correcting errors or weaknesses, and taking action against abuse and fraud.
3. To dynamize the organization and all management activities.
4. Strengthen the sense of responsibility.
5. Take corrective action if the implementation deviates from the standard.

In general, supervision can be carried out in several steps, including the following:

1. Set standards for supervision.
2. Research, examine, and assess the results that can be achieved.
3. Compare results with standards.
4. Correct the deviation with corrective action.

(<http://www.pengertianahli.com/2014/01/pengertian-pengawasan-controlling.html/> accessed May 2021)

The purpose of supervision is to ensure that all food and beverages prepared in the kitchen and in the bar and served in the dining room generate revenue for operations and that revenue is properly recorded by waiters and cashiers. (Raymond j. Goodman, Jr. 2002:186). Supervision is very necessary in the process of setting performance measures and taking actions that can support the achievement of the expected results in accordance with the performance that has been set. In carrying out his work, the waiter is supervised by seorang *supervisor* which aims to check whether the waiter is working properly and correctly. To achieve the expected success, supervisors must carry out effective and successful supervision. To achieve this, supervisors must be able to overcome several inhibiting factors, namely:

- a. The quality of Human Resources (HR) is low, marked by low levels of understanding, commitment, enthusiasm for work, and low willingness to learn about the work to be done.
- b. Limited operating budget.
- c. Equipment that is old, broken, and insufficient in number.
- d. The amount and type of material are too much while energy is limited.
- e. A work environment that is mentally and physically unsupportive.



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Many people think that low Human Resources (HR) education is an obstacle. However, the reality in the field proves that the most important thing is not the level of formal education but the level of understanding of the job. If the waiters are aware and understand their duties, they will have commitment, loyalty, enthusiasm, and other positive things.

Like the department manager who focuses on operations, the supervisor has the responsibility to oversee the fieldwork with all its problems. Therefore, the supervisor's job is around job performance or employee work in the field, according to the section they control. The main points of supervision by supervisors include several things, namely:

- a. Supervision of the Human Resources (HR) it employs.
- b. Supervision of the materials used.
- c. Supervision of work equipment.
- d. Supervision of work systems and procedures.
- b. Supervision of financial aspects.
- c. Supervision of energy use.
- d. Supervision of the work environment and conditions.

Some of the duties and responsibilities of supervisors, namely:

- a. Check employee attendance (Cross check with Work Schedule).
- b. Check the order list.
- c. Check inventory of goods and materials.
- d. Check the quality standard of the menu (Food & Beverage).
- e. Check employee appearance standards.
- f. Create employee work schedules.
- g. Propose the addition and reduction of the number of employees to management.
- h. Handle events or orders in large quantities.
- i. Handling or handling of complaints or complaints from guests or customers.
- j. Propose employee promotions.
- k. Handles and is fully responsible for the smooth operation of the restaurant.
- l. Doing hospitality (Customer Intimacy) to guests or restaurant customers.
- m. Provide a good example, direction, and high motivation to employees.
- n. Together with Captain and Chief Cook, ensure the implementation of monthly programs such as General Cleaning and SO Inventory.
- o. Record deviations and violations in operations.
- p. Follow up on memos, ideas, and suggestions from both management and employees.
- q. Provide training to its employees.
- r. Supervise employee activities.
- s. Supervise all operational work activities in the restaurant.

Every work activity must always be supervised so that all the writers who do the work do not make many mistakes. The shortage that occurred in the restaurant was caused by a lack of Supervision by supervisors. If the Supervision of the service process is not good, it is not considered properly. The guests will feel disappointed and dissatisfied with these shortcomings. Disappointment and dissatisfaction experienced by guests will result in losses for the hotel because the guests who will come will become less and less

2.4 Guest Satisfaction Level

Customers will give a positive impression, if the customer is satisfied with the order, service and hospitality of a waiter. If the waiter does not provide good service, in accordance with the wishes of the customer or not in accordance with the guest's order, the customer will feel dissatisfied and will cause a loss for the company. Because these customers will not return to the restaurant, and it is possible that these customers will share their dissatisfaction with people outside the hotel. Satisfaction or dissatisfaction is a feeling of pleasure or disappointment felt by someone in considering the results of the expected performance or service. There is no point in producing quality products or services if you can't create and retain customers. Retaining consumers means expecting consumers to repurchase products and services when the same need arises in the future. Based on the above theory, according to the opinion of Philip Kotler, John Bowen, James Makens (2002:6-7) in his book "Marketing, Hospitality and Tourism" which states that customer satisfaction with certain purchases depends on product performance relative to buyer expectations. A customer will experience varying degrees of satisfaction. If the product's performance is worse than expectations, the customer will be dissatisfied. If performance matches expectations, customers will feel satisfied. When performance exceeds expectations, customers will feel very satisfied or happy [15]. According to Zeithaml and Bitner (2005:180), consumer satisfaction is "customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations. "Customers who are satisfied with the products/services purchased and used will return to using the services/products offered, this will build consumer loyalty.

Washington State University found similarities in terms of three main components Fandy Tjiptono, Gregorius Chandra (2007: 195) in his book "Service, Quality & Satisfaction. The three components are as follows:

- a. Customer satisfaction is a response (emotional or cognitive).
- b. The response concerns a particular focus (expectations, products, consumption experiences).
- c. The response occurs at a certain time (after consumption, after the selection of a product or service, based on accumulated experience).

From the three components above, we can see that customer satisfaction is a response to what the guest has ordered and a response to the Service provided by the waiter to the guest. This response occurs when the waiter serves drinks or food that has been ordered by guests and guests enjoy the food and drinks that have been served and the Service provided by the waiter is good, which can make guests feel satisfied with orders that are in accordance with guest orders and satisfied with the services provided by the guest. Waitress.

In the world of hospitality, the meaning of guest satisfaction is the feeling of pleasure and comfort felt by a guest for the services provided by the waiter at the hotel. The Food and Beverage department, such as a restaurant, is often found with many problems, such as delays in orders, menus that do not meet expectations, bad taste of food, and so on. In this case, a waiter must be responsive in serving guests with fast, friendly, polite, and neat Service so that it will be able to create a special satisfaction for guests who come to the restaurant. Customer satisfaction does not only depend on Service but customers will be satisfied if the atmosphere in the restaurant is comfortable and also satisfied with the ethics or behavior of a friendly and polite waiter. If the waiter greets guests in a friendly and courteous manner, the guest will give a good impression of the restaurant.

According to Fandy Tjiptono in his book W.A Marcum (2005:363) the emergence of customer dissatisfaction with the product/something is caused by:

- a. Mismatch between expectations and reality.
- b. Service quality is below standard.
- c. Service during the process of enjoying the Service is not satisfactory.
- d. The price issued does not match the Service received.



These four factors are evidence of dissatisfaction with consumers or guests in terms of service. In determining the level of customer or guest satisfaction, there are several main factors that must be considered by the company or hotel, namely:

- a. Product quality
consumers will feel satisfied if their evaluation results show that the products they use are of high quality.
- c. Service quality
Especially for the service industry. Consumers will feel satisfied if they get good service or what is expected. The definition of quality can be different for everyone, because quality has many criteria and depends on the context. Many experts in the field of quality try to define quality based on their respective points of view. Some of the popular ones are those developed by three international quality experts. W. Edward Deming, Philip B. Crosby and Joseph M. Juran in Yamit (2005:7). Deming: Defining quality is whatever the consumer needs and wants. Crosby: Perceiving quality as zero defects, perfection and conformity to requirements. Juran: Defines quality as conformance to specifications.
- d. Price
Products that have the same quality but set a relatively cheap price will provide higher value to consumers.

Customer Satisfaction Measurement Method According to Kotler (2003:104) there are several methods that can be used in measuring customer satisfaction, including:

- a. Complaint and suggestion system
Customer-centered organizations (Customer-Centered) provide extensive opportunities for their customers to submit suggestions and complaints. This information can provide bright ideas for the company and allow it to react quickly and responsively to solve problems that arise.
- b. Ghost shopping
One way to get an idea of customer satisfaction is to hire several people to act or act as potential buyers, then report their findings of the strengths and weaknesses of the company's products and competitors based on their experience in purchasing these products. In addition, ghost shoppers can also observe how to handle each complaint.
- c. Lost customer analysis
Companies should contact customers who have stopped buying or who have changed suppliers to understand why this is happening. Not only are exit interviews necessary, but monitoring the customer loss rate is also important. An increase in the customer loss rate indicates the company's failure to satisfy its customers.
- d. Customer satisfaction survey
Generally, research on customer satisfaction is conducted by means of survey research, either by post, telephone, or face-to-face interviews. The company will get feedback and feedback directly from customers and also give a positive sign that the company pays attention to its customers.

3. Result And Discussion

It was only on June 22, 1978, that Garuda Plaza Hotel Medan was rebuilt, which took a location opposite the motel, which had 95 rooms. Due to a large number of good rooms and complete facilities owned by this hotel, making the hotel an international standard hotel. This is based on the facilities, and the number of rooms in the hotel is of international standard. Make the flow of visitors increasingly booming in this hotel. So in 1982, there were 59 additional rooms. So that this year it already has 154 rooms. After the establishment of Garuda Plaza Hotel Medan and Garuda Hotel, the existence of motels seems less efficient due to their close proximity. So after the Garuda motel was closed, additional rooms were held at the Garuda Hotel. In 1998, Garuda Hotel changed its name to Garuda Citra Hotel Medan, which has 68 rooms. In 2008, a renovation and construction of a new building were held at Garuda Plaza Hotel Medan, bringing the total number of rooms at Garuda Plaza Hotel Medan to 236 rooms. Source: Garuda Plaza Hotel Medan (www.garudaplaza.com)

3.1.1 Classification of Garuda Plaza Hotel Medan

The following is an explanation of Garuda Plaza Hotel Medan in terms of several classification aspects, including:

- a. According to Star
Based on the facilities and services provided, according to the number of 236 rooms and facilities provided by Garuda Plaza Hotel Medan, this hotel is classified as a star hotel (***)
- b. According to Plan
See the price of the Garuda Plaza Hotel Medan room, which includes breakfast or breakfast. So this hotel is classified into the continental plan.
- c. By Number of Rooms
Based on the number of rooms owned, namely 236 rooms, then Garuda Plaza Hotel Medan can be classified as Above Average Hotel.
- d. By Guest Type
The majority of guests who come and stay at Garuda Plaza Hotel Medan are guests for business purposes, such as businessmen and government officials. So this hotel is classified as a Business and Meeting Hotel.
- e. According to Length of stay
Based on the length of stay of guests, the average stay is \pm two days. It can be classified as Semi Resident Hotel.
- f. By Location
In terms of the Location of Garuda Plaza Hotel Medan, which is located in the center of Medan city, close to shopping areas, banks, Maimun Palace, Grand Mosque, Sri Deli Garden, and other business centers, this hotel can be classified as a City Hotel.

As a three-star hotel, Garuda Plaza Hotel Medan always tries to provide the best service to every guest who visits. The facilities provided by Garuda Plaza Hotel Medan to guests are as follows:

1. Room (Room)

Garuda Plaza Hotel Medan has 236 rooms, each room sold to guests has several facilities that can make guests feel satisfied and comfortable visiting or staying at Garuda Plaza Hotel Medan. The following is a list of prices and room types at Garuda Plaza Hotel Medan. Tabel 1. type of room

<i>type of room</i>	<i>number of rooms</i>	<i>price</i>
<i>Superior</i>	60	Rp. 800.000,00,-
<i>Deluxe</i>	33	Rp. 1.300.000,00,-
<i>Executive Deluxe</i>	30	Rp. 1.500.000,00,-
<i>Garuda Deluxe</i>	18	Rp. 1.650.000,00,-
<i>Family Deluxe (t)</i>	20	Rp. 1.800.000,00,-
<i>Family Deluxe (q)</i>	25	Rp. 1.950.000,00,-



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Junior Suite	12	Rp. 2.200.000,00,-
Executive Suite	10	Rp. 2.800.000,00,-
Garuda Suite	8	Rp. 4.000.000,00,-
Extra Bed	15	Rp. 200.000,00,-

All types of rooms are inclusive of tax and service (Price Include Service charge and) and get breakfast for 2 people/room. The facilities in the room are equipped with Air Conditioner (AC), Room with Private Bathroom, Satellite TV, Telephone, Coffee Marker, Mini Bar, Hair Dryer, and Deposit Box

1. Meeting Room

The meeting room has 10 rooms with the following facilities: Wifi, Wireless Mic, Sound System, White Board + Markes, Flip chart, Pen/Pencil and Note, Seat + Table with Mineral Water, LCD TV, LCD Projector, Screen , DVD Players, Laptops. Table 2. Jenis-jeni Function Room

Function room	Size	U-Shape (Seats)	Class Room (Seats)	Teathre (Seats)	Round Table (Seats)
Garuda Convention	27 x 80	200	250	500	300
Rajawali Convention	26 x 26	200	200	500	200
Kasuari	21 x 18	80	100	250	150
Executive	6 x 7	20	30	40	24
Nuri	11 x 7	35	40	70	40
Kenari	11 x 7	35	40	70	40
Peacock	8 x 6	30	40	60	40
Cendrawasih	20 x 6	40	50	100	50
Parkit	6 x 13	40	40	70	50
Poolside	12 x 6	-	-	-	-

2. Food and beverage services

- a) Garuda Café (Coffee Shop) This outlet is in front of the main entrance, which provides a buffet and a la carte for breakfast (breakfast) at a predetermined price. Breakfast (breakfast) is held every morning at 06.30-10.00 WIB, lunch (lunch) at 10.00-15.00 WIB, dinner (dinner) at 15.00-23.00 WIB, by providing quite a variety of menus, ranging from appetizers to desserts, some traditional market snacks/menus, fried rice, noodles, regional specialties, various types of bread, salads, fresh-cut fruit, juice, tea, omelets, and others.
- b) Coffee shop, The corner stall is in front of the Coffee Shop, which is open from 10.00-23.00 WIB, which provides types of non-alcoholic drinks. The plus value of this outlet is that it is strategically located near the Front Office, while inside, visitors can sit back and relax while enjoying the view out/towards the entrance facing the city hall road. This place is a very representative place for guests to conduct business or other negotiations so that the guests who come are many from members of the Regional House of Representatives, businessmen, and government officials.
- c) Room service, Room Service is a service outlet that serves reservations to rooms for 24 hours. The position of this outlet is combined with the Coffee Shop outlet in order to save energy and space. The menu served from this outlet is also special or limited to fast food so that the service time to guests can be faster so that guests feel satisfied.

3. Sports and Recreation

- a) Hot Spots (Wi-Fi), Provided for guests who need fast internet access and browsing. Located in the lobby and in the rooms.
- b) Swimming Pool, The swimming pool is located on the ground floor adjacent to the Coffee Shop, where guests can enjoy their food and drinks on the edge of the pool.
- c) Business Center, In this place, guests can use the hotel's communication facilities such as computers, internet, photocopying, telephone, and fax-email.
- d) Fitness Center, Garuda Plaza Hotel Medan also provides sports facilities for guests staying at the hotel. And this fitness center is located on the 2nd floor.
- e) Taxi Service, Taxi Service is a form of service provided by the hotel in order to assist guest transportation, especially for transfers to the airport, shopping, and others. In its operation, this service is managed by the private sector, where the hotel will get a large contribution of 10% each time it is used.
- f) Laundry and Dry Cleaning, Garuda Plaza Hotel Medan also provides laundry services for guests staying at the hotel. Guests cannot come directly to this place because this is a guest area. Guests only need to call the laundry, and the employees immediately take them to the guest room.
- g) Parking Area, Garuda Hotel Plaza Medan provides parking area services that are safe, comfortable, and also free to guests. This parking area accommodates 150 cars.
- h) Beauty Salon, Garuda Plaza Hotel Medan also provides beauty services for every guest and is located on the 1st floor. The other facilities provided by Garuda Plaza Hotel Medan to make it easier and more comfortable for guests staying at the hotel, namely:

TABLE 3.

The response of the waiter in paying attention to cleanliness and neatness of clothes when serving guests at the coffee shop
N= 5

No.	Answer	Amount	Percentage
1	Ya	2	40%
	Tidak	3	60%
	Total	5	100%

Source: Results of the 2021 Questionnaire

Based on Table 3. above, it can be seen that 2 people (40%) of the waitresses stated "yes," which means the waitress paid attention to cleanliness and neatness of clothes when serving guests at the Coffee Shop, and three people (60%) of the waitresses said "no" which means the waiter does not pay attention to cleanliness and neatness of clothes when serving guests at the Coffee Shop.

From the answers to the analysis above, it can be seen that waiters tend not to pay attention to the cleanliness and neatness of clothes when serving guests at the Coffee Shop. The waiter should always pay attention to the cleanliness and neatness of his clothes because the waiter is directly opposite to serve the guests who come to eat and drink. For this reason, in the form of waiter service, they must pay more attention to their appearance when serving guests at the Coffee Shop..



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TABLE 4.
The response of the waiter in welcoming greetings to guests who come to the coffee shop N= 5

No.	Answer	Answer	Persentase
2	Yes	1	20%
	No	4	80%
	Total	5	100%

Based on Table 4.2 above, it can be seen that one person (20%) of the waiters stated "yes," which means the waiter greeted and greeted guests who came to the Coffee Shop, and four people (80%) of the waiters said "no" which means the waiter does not welcome and greet guests who come to the Coffee Shop. From the answers to the analysis above, it can be seen that waiters tend not to welcome and greet guests who come to the Coffee Shop. The waiter should always welcome guests and give greetings to guests who come to the Coffee Shop because that way it can reflect the attitude of response in serving guests who come to the restaurant. Therefore the waiter should pay more attention to his service in welcoming and greeting every guest who comes to the Coffee Shop.

TABLE 5.
The response of the waiter in inviting guests to sit on a chair N= 5

No.	Answer	Amount	Persentase
3	Yes	2	40%
	No	3	60%
	Total	5	100%

Based on Table 4.3 above, it can be seen that two people (40%) of the waiters stated "yes," which means the waiter invited and helped the guest sit on the chair, and three people (60%) of the waiter said "no" which means the waiter did not. Invite and help guests sit on chairs. From the answers to the analysis above, it can be seen that waiters tend not to invite and help guests sit on chairs. The waiter should always invite and help guests sit on chairs because that way can reflect the attitude of response in serving guests who come to the restaurant. For this reason, waiters should pay more attention to their services at the Coffee Shop.

TABLE 6:
The response of the waiter in offering the menu served at the coffee shop N= 5

No.	Answer	Amount	Persentase
4	Ya	2	40%
	Tidak	3	60%
	Total	5	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.4 above, it can be seen that two people (40%) of the waiters stated "yes," which means the waiter offered the menu served at the Coffee Shop, and three people (60%) of the waiters said "no" which means the waiter did not. the waiter offers a menu served at the Coffee Shop From the answers to the analysis above, it can be seen that waiters tend not to offer menus served at the Coffee Shop. The waiter should always offer the menu served at the Coffee Shop even though the restaurant is provided with a buffet menu because in that way it can reflect a responsive attitude in serving guests who come to the restaurant and it is likely to increase hotel revenue if most guests order food from the menu provided at Coffee. Shop. For this reason, waiters should pay more attention to their services at the Coffee Shop.

TABLE 7.
The response of the waiter in taking and serving the guest's order menu quickly N= 5

No.	Answer	Amount	Persentase
5	Ya	1	20%
	Tidak	4	80%
	Total	5	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.5 above, it can be seen that one person (20%) of the guests stated "yes," which means the waiter took and served the guest's order menu quickly, and four people (80%) of the waiter said "no" which means the waiter did not take and serve guest orders quickly. From the answers to the analysis above, it can be seen that waiters tend not to take and serve guest orders quickly. As a result, guests feel dissatisfied with the waiter services at the Coffee Shop. The waiter should always take and serve the guest's order menu quickly because that way it can reflect the attitude of response in serving guests who come to the restaurant. For that, the waiter should pay more attention to his service at Coffee.

TABLE 8.
The Response of the Waitress in Paying Attention to the Cleanliness of the Equipment That Will Be Needed at the Coffee Shop N= 5

No.	Answer	Amount	Persentase
6	Yes	2	40%
	No	3	60%
	Total	5	100%

Based on Table 4.6 above, it can be seen that two people (40%) of the waiters stated "yes," which means the waiter pays attention to the cleanliness of the equipment that will be needed at the Coffee Shop, and three people (60%) of the waiters who said "no" which means the waiter pays attention to the cleanliness of the equipment that will be needed in the Coffee Shop. From the answers to the analysis above, it can be seen that waiters tend not to pay attention to the cleanliness of the equipment that will be needed at the Coffee Shop. The waiter should always pay attention to the cleanliness of the equipment that will be needed at the Coffee Shop because guests who come to eat and drink at the restaurant pay more attention to cleanliness in the restaurant. And in that way, it can reflect the attitude of response in serving guests who come to the restaurant. Therefore the waiter must pay more attention to the cleanliness that will be needed in the Coffee Shop.

TABLE 9.
Responses of the Waitress in Saying Thank You to Guests Who Will Leave the Coffee Shop N= 5

No.	Answer	Amount	Persentase
7	Yes	2	40%
	No	3	60%
	Total	5	100%

Based on Table 7. above, it can be seen that two people (40%) of the waiters stated "yes," which means the waiter thanked the guests who were about to leave the Coffee Shop, and three people (60%) of the waiters said "no" who means the waiter does not thank



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the guest who will leave the Coffee Shop. From the answers to the analysis above, it can be seen that waiters tend not to say thank you to guests who will leave the Coffee Shop. The waiter should always say thank you to guests who will leave the Coffee Shop because that way can reflect the attitude of response in serving guests who come to the restaurant. As a result, guests give a bad impression of the waiter service at the Coffee Shop.

TABLE 9.
Responses of the Waitress in Clearing Up the Table Immediately When a Guest Leaves the Coffee Shop N= 5

No.	Answer	Amount	Persentase
8	Yes	2	40%
	No	3	60%
	Total	5	100%

Based on Table 4.8 above, it can be seen that two people (40%) of the waiters stated "yes," which means the waiter cleared the table immediately when the guest left the Coffee Shop, and three people (60%) of the waiters said "no" which means the waiter does not clear up the table immediately when the guest leaves the Coffee Shop. From the answers to the analysis above, it can be seen that waiters tend not to clear up tables immediately when guests leave the Coffee Shop. The waiter should always clear up the table immediately when the guest leaves the Coffee Shop because that way it can reflect the attitude of response in terms of service at the Coffee Shop.

4.2 Supervisor Analysis Regarding Work Supervision of Waiters in Improving Work Operations at Coffee Shops

Supervisors have the duty and responsibility to supervise their subordinates in carrying out the mission of the company or hotel. The duties include daily and monthly planning, coordinating, supervising, directing, and assessing waiter duties. In carrying out their duties and responsibilities or supervision, supervisors must adhere to the Standard Operational Procedure (SOP) and refer to hotel management regulations because the implementation of the Standard Operational Procedure (SOP) is made to maintain the quality of service and work results that have a positive influence on the performance of the waiter. Supervisory supervision greatly affects the level of work operations and guest comfort levels. Therefore supervisors must first look at the quality of work of their subordinates by providing motivation, as well as fixing the insights of their subordinates. The quality of water service will meet all the expectations of guests who come to the restaurant so as to create guest satisfaction. The following are some tables that support the supervisor's analysis regarding work supervision of waiters in improving work operations at the Coffee Shop.

TABLE 10.
Supervisor's Response In Providing Good Supervision In Coffee Shop N= 2

No.	Answer	Amount	Persentase
9	Yes	1	50%
	No	1	50%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.9 above, it can be seen that one person (50%) stated "yes," which means the supervisor provides good supervision at the Coffee Shop, and one person (50%) stated "no," which means the supervisor does not provide good supervision. At the coffee shop.

From the answers to the analysis above, it can be seen that supervisors sometimes provide good supervision at the Coffee Shop and sometimes do not provide good supervisors at the Coffee Shop. As a result, the work is not directed so that the planned targets are not achieved.

TABLE 11.
Supervisor's Responses in Conducting Menu Memorization Training at Coffee Shops N= 2

No.	Answer	Amount	Persentase
10	Yes	0	0%
	No	2	100%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.10 above, it can be seen that no one said "yes," and two people (100%) said "no," which means the supervisor did not do menu memorization training at the Coffee Shop.

From the answers to the analysis above, it can be seen that the supervisor did not conduct menu memorization training at the Coffee Shop. As a result, the waitress did not understand the work culture at the Coffee Shop.

TABLE 12.
Supervisor's Responses in Giving a Briefing Before Work Operations Begin N= 2

No.	Answer	Amount	Persentase
11	Yes	2	100%
	No	0	0%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.11 above, it can be seen that two people (100%) stated "yes," which means the supervisor gave a briefing before work operations started, and none said "no".

From the answers to the analysis above, it can be seen that supervisors always provide briefings before work operations begin so that the waiters are focused on doing their jobs.

TABLE 13.
Supervisor's Response in Monitoring Equipment Inventory Every Month at Coffee Shop N= 2

No.	Answer	Amount	Persentase
12	Yes	0	0%
	No	2	100%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.12 above, it can be seen that no one said "yes," and two people (100%) said "no," which means the supervisor does not monitor equipment inventory every month.



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From the answers to the analysis above, it can be seen that the supervisor does not monitor the equipment inventory every month at the Coffee Shop. As a result, the number of equipment in the Coffee Shop does not match the amount of equipment that should be, and there is equipment that is not suitable for use in the restaurant.

TABLE 14.
Supervisor's Response to Directly Addressing Guest Complaints at the Coffee Shop N= 2

No.	Answer	Amount	Persentase
13	Yes	1	50%
	No	1	50%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.13 above, it can be seen that one person (50%) stated "yes," which means the supervisor directly addresses guest complaints at the Coffee Shop, and one person (50%) stated "no," which means the supervisor does not directly address guest complaints. At the coffee shop.

From the answers to the analysis above, it can be seen that supervisors sometimes directly address guest complaints at the Coffee Shop. Because not all guest compliance can be handled directly by the waiter

TABLE 15
Supervisor's Responses Motivate Waiters N= 2

No.	Answer	Amount	Persentase
14	Yes	2	100%
	No	0	0%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.14 above, it can be seen that two people (100%) stated "yes," which means the supervisor gave motivation to the waiter, and none said "no."

From the answers to the analysis above, it can be seen that the supervisor motivates the waiter. So that the waiter has the will to be more responsible in carrying out the tasks assigned to him

TABLE 16
Supervisor's Responses in Providing Ethics Training in Serving Food and Beverages to Guests at Coffee Shops N= 2

No.	Answer	Amount	Persentase
15	Yes	0	0%
	No	2	100%
	Total	2	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.15 above, it can be seen that no one said "yes", and two people (100%) stated "no," which means the supervisor did not provide ethical training in serving food and drinks to guests at the Coffee Shop. From the answers to the analysis above, it can be seen that the supervisor does not provide ethical training in serving food and drinks to guests at the Coffee Shop so that the waiters do not have extensive knowledge in serving food and drinks to guests in restaurants.

4.3 Analysis of Guest Satisfaction and Convenience Against the Services Provided by the Waitress at the Coffee Shop

Guest satisfaction depends on the fulfillment of needs, desires, and how the waiter serves with the standards applied. With quality service, guests will feel satisfied, comfortable, and appreciated.

To get guest satisfaction, it takes hard work, training, and attention from employees in order to get special value from guests who come to the restaurant. If we serve guests as perfectly as possible, without obstacles which means that guests feel really satisfied with the service of the waiter, then they will give just a reward without being asked.

The following are some tables that support the analysis of guest satisfaction and comfort with the services provided by waiters at the Coffee Shop.

TABLE 17.
Guest Satisfied Responses to Food and Beverages What is served at the coffee shop? N= 5

No.	Answer	Amount	Persentase
16	Yes	2	40%
	No	3	60%
	Total	5	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.16 above, it can be seen that two people (40%) of the guests stated "yes," which means the guest was satisfied with the food and drinks served at the Coffee Shop, and three people (60%) of the guests said "no" which means that guests are not satisfied with the food and drinks served at the Coffee Shop.

From the answers to the analysis above, it can be seen that guests are not satisfied with the food and drinks served at the Coffee Shop. Therefore food and drinks should be paid more attention because it proves that the food and drinks served tasteless in accordance with the tastes of guests.

TABLE 18
Guest Responses When Entering the Coffee Shop Greeted And Greeted By The Waitress N= 5

No.	Answer	Amount	Persentase
17	Yes	2	40%
	No	3	60%
	Total	5	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.17 above, it can be seen that two people (40%) of the guests stated "yes," which means when entering the Coffee Shop, the guest was greeted and greeted by the waiter, and three people (60%) of the guests who stated "no" means that when entering the Coffee Shop guests are not greeted and greeted by the waiter.

From the answers to the analysis above, it can be seen that when entering the Coffee Shop, guests are not greeted and greeted by the waiter. As a result, guests feel dissatisfied with the nature of the waiter in terms of service. For this reason, it should be noted that the waiter must welcome and greet guests at any time.

TABEL 19.
Tanggapan Tamu Terhadap Pramusaji Dalam Menjelaskan Menu N= 5



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No.	Jawaban	Jumlah	Persentase
18	Ya	1	20%
	Tidak	4	80%
	Total	5	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.18 above, it can be seen that one person (20%) of the guests stated "yes," which means the waiter explained the menu to the guest, and four people (80%) of the guest said "no" which means the waiter did not explain the menu to the guest. Visitor. From the answers to the analysis above, it can be seen that most (80%) waiters do not explain the menu to guests. As a result, guests feel dissatisfied and complain about the menu they ordered. For this reason, the waiter must always explain the menu to guests who come to the Coffee Shop.

TABLE 20
Guest Responses To The Waitress In Offering Ice Water While Enjoying Food And Drink N= 5

No.	Answer	Amount	Persentase
19	Yes	1	20%
	No	4	80%
	Total	5	100%

Based on Table 4.19 above, it can be seen that one person (20%) of the guests stated "yes," which means the waiter offered ice water when the guest enjoyed the food and drink, and 4 people (80%) of the guests said "no" which means the waiter does not offer ice water when guests enjoy food and drinks. From the answers to the analysis above, it can be seen that most (80%) waiters do not offer ice water when guests enjoy food and drinks. As a result, guests feel dissatisfied with the service provided at the restaurant.

TABLE 21
Guest Responses to the Ability of the Waitress in Handling Complaints N= 5

No.	Answer	Amount	Persentase
20	Yes	2	40%
	No	3	60%
	Total	5	100%

Based on Table 4.20 above, it can be seen that two people (40%) of the guests stated "yes," which means the waiter was able to handle guest complaints and three people (60%) of the guests said "no," which means the waiter was not able to handle guest complaints. From the answers to the analysis above, it can be seen that the waiters are less able to handle guest complaints. As a result, guests feel dissatisfied with the service in the restaurant because the waiter is still not able to handle guest complaints and must first call his boss to resolve the complaint.

TABLE 22
Guest Responses To The Waitress Giving Smiles When Serving Food And Beverages N= 5

No.	Answer	Amount	Persentase
21	Yes	2	40%
	No	3	60%
	Total	5	100%

Based on Table 4.21 above, it can be seen that two people (40%) of the guests stated "yes," which means the waiter gave a smile when serving food and drinks to guests and three people (60%) of the guests said "no" which means the waiter does not give a smile when serving food and drinks to guests. From the answers to the analysis above, it can be seen that the waiter does not smile when serving food and drinks to guests. As a result, guests feel dissatisfied with the service provided at the restaurant. Therefore, the waiter must always give a smile to guests in any condition because it can reflect the attitude of response in serving guests who come to eat and drink at the restaurant.

TABLE 23
Guest Responses to the Waitress Clearing Up Dirty Food and Beverage Equipment on the Table N= 5

No.	Answer	Amount	Persentase
22	Yes	2	40%
	No	3	60%
	Total	5	100%

Source: 2021 Questionnaire Preparation Results

Based on Table 4.22 above, it can be seen that two people (40%) of the guests stated "yes," which means the waiter cleared up the dirty food and beverage utensils on the guest table and three people (60%) of the guests stated "no" which means the waiter did not clear up the dirty food and drink utensils on the guest table. From the answers to the analysis above, it can be seen that the waiter did not clear up the dirty food and beverage utensils on the guest table. As a result, guests feel dissatisfied with the service provided at the restaurant. Therefore, the waiter must always pay attention to the guest dining tables and clear up if there are dirty food and drink utensils because it can reflect the attitude of response in serving guests who come to eat and drink at the restaurant. The following is the percentage of analysis results regarding service in increasing guest satisfaction at the Coffee Shop at Garuda Plaza Hotel Medan.

4.4 Percentage Analysis of Waitress Responses Regarding Service In Increasing Guest Satisfaction At The Coffee Shop At Garuda Plaza Hotel Medan

The following table will explain the response of the waiter regarding the service in increasing guest satisfaction at the Coffee Shop at Garuda Plaza Hotel Medan.

Table 24
Percentage Analysis of Waitress Responses Regarding Service In Increasing Guest Satisfaction At The Coffee Shop At Garuda Plaza Hotel Medan N=5

NO	TABLE	ANSWER	
		YES	NO
1	4.1	2	3
2	4.2	1	4
3	4.3	2	3
4	4.4	2	3
5	4.5	1	4



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6	4.6	2	3
7	4.7	2	3
8	4.8	2	3
Amount		14	26
Persentase		35%	65%

Based on the data above, we can see that 35% of the waiters stated that the waiter always knew about service in increasing guest satisfaction, and 65% of the waiters stated that the waiter did not know about the service in increasing guest satisfaction. According to Table 24, the percentage of the analysis above, we can know that the waiters are still not aware of services in increasing guest satisfaction. As a result, guests who come to the restaurant feel dissatisfied with the service provided by the waiter, for that the waiter must conduct training starting from service when the restaurant will be opened until it closes so that guests are impressed with the service provided by the waiter to guests.

4.5 Percentage of Supervisor's Analysis Results Regarding Work Supervision of Waiters in Improving Work Operations at Coffee Shops

The following table will explain about supervisors regarding work supervision of waiters in improving work operations in coffee shops.

Table 25.

Percentage of Supervisor's Analysis Results Regarding Work Supervision of Waiters in Improving Work Operations at Coffee Shops N=2

NO	TABLE	ANSWER	
		YES	NO
9	4.9	1	1
10	4.10	0	2
11	4.11	2	0
12	4.12	0	2
13	4.13	1	1
14	4.14	2	0
15	4.15	0	2
Amount		6	8
Persentase		42,85%	57,15%

Based on the data above, we can see that 42.85% stated that the supervisor waiter always supervises the work of the waitress in improving work operations, and 57.15% stated that the supervisor did not supervise the work of the waitress in improving work operations at the Coffee Shop. According to Table 25, the percentage of the analysis above, we can know that supervisors do not carry out work supervision and training for waiters in improving work operations. As a result, waiters are not focused on carrying out their duties and responsibilities.

4.6 Percentage of the results of the analysis of the satisfaction and comfort of guests to the service provided by the waiter at the coffee shop.

The following table will explain the satisfaction and comfort of guests with the services provided by waiters at the Coffee Shop.

Table 26

Percentage of Results of Analysis of Guest Satisfaction and Convenience Against the Services Provided by the Waitress at the Coffee Shop N=5

NO	TABLE	ANSWER	
		YES	NO
16	4.16	2	3
17	4.17	1	4
18	4.18	1	4
19	4.19	2	3
20	4.20	2	3
21	4.21	2	3
22	4.22	2	3
Jumlah		12	23
Persentase		34,28%	65,72%

Based on the data above, we can see that 34.28% of the guests stated that the guests were satisfied and comfortable with the services provided by the waiters at the Coffee Shop, and 65.72% of the guests stated that the guests were not satisfied and comfortable with the services provided. Given the waiter at the Coffee Shop. According to Table 4.25, the percentage of the analysis above, we can know that guests are still not satisfied and comfortable with the services provided by the waiters at the Coffee Shop.

4. Conclusion

From some of the conclusions that the author has conveyed above, the author gives some suggestions to the hotel as follows Waiters must have extensive knowledge in terms of service in restaurants and carry out their respective duties and responsibilities. So that the waiter does not make unwanted mistakes and can give good suggestions to guests, Supervisors must often conduct training or training and briefings so that waiters are more trained, understand better, and know more about services to increase guest satisfaction and can carry out their duties and responsibilities as a waitress. And supervision in work operations must always be carried out by supervisors so that waiters do not make mistakes that cause losses for the company, Guest satisfaction at the Coffee Shop at Hotel Garuda Plaza Medan is still not satisfied with the service provided by the waiter. For this reason, Supervisors must always pay attention to the performance of waiters in terms of service so that guests at Garuda Plaza Hotel Medan are satisfied and can provide benefits for the company.

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