

ABSTRAK

Judul tugas akhir ini adalah “Peran Bartender Dalam Meningkatkan Kualitas Pelayanan Di Suko Wine Lounge Sheraton Mustika Resort And Spa”. Tujuan tugas akhir ini adalah untuk mengetahui bagaimana seorang bartender dalam melayani tamu peranan Bartender yaitu menjamin kualitas standar pelayanan diberikan kepada tamu secara optimum sesuai dengan tujuan bisnis hotel serta kualitas cocktail yang dapat dinikmati tamu yang memesan minuman cocktail dengan kualitas dan rasa yang terbaik di setiap cocktail sesuai Standart Recipe Cocktail yang telah ditetapkan di dalam Wine Lounge. Rumusan masalah tugas akhir ini adalah “Bagaimana Peran Bartender Dalam Meningkatkan Kualitas Kenyamanan Pelanggan di Suko Wine Lounge di Sheraton Mustika Yogyakarta Resort & Spa” dapat memuaskan dari segi pelayanan, kenyamanan dan presentasi yang menarik. Teknik pengumpulan data tugas akhir ini menggunakan teknik observation participant yaitu peneliti langsung terlibat dalam objek penelitian di Suko Wine Lounge di Sheraton Mustika Yogyakarta Resort & Spa. Hasil dari tugas akhir ini adalah terdapat peran bartender terhadap kualitas pelayanan, kenyamanan pada saat operasional bar berlangsung.

Kata kunci : Bartender, kualitas pelayanan, kenyamanan.

ABTRACT

The title of this final project is "The Role of Bartenders in Improving Service Quality At Suko Wine Lounge Sheraton Mustika Resort And Spa". The purpose of this final project is to find out how a bartender in serving guests the role of a bartender is to guarantee the quality of service standards provided to guests optimally in accordance with the hotel's business objectives and the quality of cocktails that can be enjoyed by guests who order cocktails with the best quality and taste in each cocktail. according to the Standard Cocktail Recipe that has been set in the Wine Lounge. The formulation of the problem in this final project is "How is the Role of Bartenders in Improving the Quality of Customer Comfort at Suko Wine Lounge at Sheraton Mustika Yogyakarta Resort & Spa" can be satisfactory in terms of service, comfort and attractive presentation. The data collection technique for this final project uses participant observation techniques, where researchers are directly involved in the object of research at the Suko Wine Lounge at Sheraton Mustika Yogyakarta Resort & Spa. The result of this final project is that there is a bartender's role in service quality, comfort during bar operations.

Key words: *Bartender, service quality, comfort*