

Original Article

The Bartender's Role in Creating a Consumer Experience

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Abstract: Customer experience is one of the most important factors that can determine the success or failure of a business. The role of a bartender is not only limited to mixing and serving drinks to consumers but also includes a variety of important responsibilities that contribute to creating a pleasant atmosphere and experience for them. A bartender must be able to build good relationships with customers through friendly, communicative interactions and be able to listen to their needs and preferences, ensuring that consumers are satisfied because the feeling of satisfaction experienced by a consumer can have a big impact on the sustainability of a business. consumer experience has a positive and significant effect on customer satisfaction. This study uses a type of qualitative research with a descriptive approach to understand and describe the phenomenon in depth based on sources from the participants. Data was collected by interviewing Roots Resto & Lounge bartenders and several Roots Resto & Lounge consumers. The data analysis technique in this research uses the thematic analysis method. The results of this study indicate that bartenders play an important role in creating a positive consumer experience through service quality, good interactions, and a comfortable physical environment at Roots Resto & Lounge. Bartenders there always maintain the quality of their service by ensuring that consumers are satisfied with their services. Consumer experience is also influenced by the speed of service, cleanliness, and creativity of bartenders in creating new drinks. In addition, previous consumer experiences with effective Word of Mouth strategies also strengthen customer loyalty and satisfaction. Aim to improve customer experience by knowing what bartenders can do to create a customer experience and improve bartenders' skills and creativity in making drinks.

Keywords: Bartender, Customer Experience, Customer Satisfaction.

I. INTRODUCTION

Customer experience is one of the most important factors that can determine the success or failure of a business. The role of a bartender is not only limited to mixing and serving drinks to consumers but also includes a variety of important responsibilities that contribute to creating a pleasant atmosphere and experience for them. A bartender must be able to build rapport with customers through friendly interactions and listening to their needs and preferences. Because the feeling of satisfaction experienced by a consumer can have a significant impact on the sustainability of a business.[1] Interactions between bartenders and consumers have a significant influence on consumer satisfaction. Bartenders who are friendly, communicative, and able to provide drink recommendations that suit consumer tastes can improve the overall consumer experience. In addition, expertise in mixing drinks and knowledge of various drinks are also important factors in creating a satisfying experience for consumers.[2] Consumer experience has a positive and significant effect on customer satisfaction.[3]

The role of bartenders is very important in creating a satisfying experience for consumers in the food and beverage industry. To achieve maximum satisfaction, bartenders need to understand their consumers' needs and preferences deeply.[4] Factors such as the quality of products and services, the atmosphere of the place, and the ability of staff to interact with customers are crucial elements in determining customer satisfaction in the food and beverage industry.[5] A competent bartender is not only able to make great drinks but also has good interpersonal skills to interact with customers. An understanding of customers' drink preferences, moods, and special needs can help bartenders provide more personalized and enjoyable services.[6] In addition, good service quality is proven to have a positive impact on customer satisfaction and their loyalty to a business. [5]

In the bar industry, there is an ever-growing innovation with new concepts and appealing aesthetics, which attracts people's attention.[7] A non-optimized bartender role can adversely affect the reputation of the bar. The inability of bartenders to meet consumer expectations can lead to decreased levels of customer satisfaction and loyalty, which in turn has the potential to reduce sales. Research shows that low service quality significantly affects customer satisfaction and loyalty behavior. This dissatisfaction can result in reduced repeat visits and negative word-of-mouth, which is detrimental to the business as a whole.[8]



Bartenders tend to focus more attention on work at the bar counter, reduce direct interaction with guests, and ignore the quality check step of the drinks they serve; this causes some guests to feel that bartenders are inconsistent in serving drinks and provide unsatisfactory service.[9] A bartender's interaction with the guest will create a more memorable consumer experience. However, research that identifies concrete strategies that bartenders can use to improve interactions with customers is limited. Therefore, this study aims to find what strategies bartenders can use to improve interactions with customers in an effort to fulfill their role in creating positive experiences for consumers. Consumers who have a good experience tend to feel satisfied and provide a positive perception of value.[10] This research is important because the interaction between bartenders and consumers has a significant influence on consumer satisfaction, which can increase the loyalty and sustainability of the bar or lounge business. Based on the above problems, the researcher is interested in conducting research with the title "The Role of Bartenders in Creating Consumer Experiences." The formulation of the problem of this research is how the role of bartenders in creating a consumer experience and how consumers experience when enjoying drinks.

II. LITERATURE REVIEW

A) Consumer Experience

a. Consumer Experience

Experiences are events that occur in response to stimulation or stimuli. For example, experiences created by pre- and post-purchase activities. These experiences often come from direct observation or participation in various activities, whether real, imaginary or virtual.[11] Consumer experience is the internal and subjective response of customers due to direct or indirect interactions with the company.[12] Consumer experience is an effort to create satisfaction through their interactions. Therefore, service is a crucial aspect in the final assessment of a product.[13] Consumer experience is a series of interactions between consumers and product or service providers. This experience is very personal and involves consumers rationally, emotionally, sensory, physically and spiritually. [14]

b. Dimensions of Consumer Experience

Gentile classifies six dimensions in the consumer experience, which include:

1. Sensory Component
Refers to the stimulation of the five senses (sight, smell, hearing, taste, and touch) aimed at creating pleasure, excitement, satisfaction, and a sense of beauty.
2. Emotional Component
Engaging consumers' affective systems, such as moods and feelings, to create an emotional connection with a product, brand, or company.
3. Cognitive Component
Relates to consumers' thinking and creativity, which helps them refine their assumptions about a product, brand, or company.
4. Pragmatic Component
Derived from consumers' practical actions in using the product or service, according to the user experience approach.
5. Lifestyle Components
The affirmation of consumers' values, norms, and beliefs that make the product or service inherent in their daily lives.
6. Relational Component
Involves consumers' social interactions and relationships with others, which can encourage the use or consumption of shared products or services.[14]

Taken together, these six dimensions suggest that consumer experience is multidimensional and includes sensory, emotional, cognitive, pragmatic, lifestyle, and relational aspects.

c. Factors that Influence Consumer Experience

The following are some of the factors that can influence consumer experience:

1. Service Quality
Service quality is one of the main factors that influence consumer experience. It includes various aspects such as reliability, responsiveness, assurance, empathy, and the physical elements offered by the service provider. Physical elements include the physical environment that affects consumers' perceptions of service quality, such as clean and well-maintained facilities. Good service quality can increase overall consumer satisfaction and experience. [12]

2. Interaction with Employees

Direct interactions between consumers and employees play an important role in shaping consumer perceptions and experiences. Friendly, courteous, and helpful service from employees can create a positive experience that stays in the minds of consumers. Therefore, employee training and development in customer service aspects is essential to ensure positive and satisfying interactions. [13]

3. Physical Environment

The physical environment in a service or retail establishment has a significant impact on the consumer experience. A comfortable layout, attractive interior design, cleanliness, and pleasant atmosphere can increase consumer comfort and satisfaction. A good physical environment not only affects consumers' perceptions of service quality, but can also influence their purchasing behavior. [14]

4. Perceived Value

The value perceived by consumers includes their perception of the benefits obtained compared to the costs incurred. When consumers feel that they get high value from the products or services they buy, they tend to feel more satisfied and have a more positive experience. Conversely, if they feel that the value they get is not worth the cost, they will feel disappointed and less satisfied. Therefore, service or product providers should focus on improving consumers' perceived value to increase their satisfaction and loyalty. [15]

5. Previous Experience

Previous experiences that consumers have with a brand or service can influence their expectations and perceptions in the future. Consumers who have had positive experiences in the past tend to have high expectations and more trust in the brand. Conversely, negative past experiences can lower consumer expectations and trust. Previous experiences also shape consumers' loyalty and tendency to recommend the brand or service to others. Therefore, it is important for companies to always provide positive experiences in order to build long-term relationships with consumers and increase their retention rates. [16]

6. Word of Mouth (WOM)

Word of Mouth (WOM) or word of mouth recommendations are important factors that can influence consumer expectations and purchasing decisions. Recommendations from friends, family, or online reviews are often considered more trustworthy than official advertisements from companies. Consumers tend to seek and trust the experiences of others before making a purchase decision. Positive WOM can improve brand reputation and attract more new consumers, while negative WOM can damage reputation and reduce consumer confidence in the brand. Therefore, companies must strive to create a positive experience for consumers so that they are willing to recommend the brand or service to others. [17]

B) Bartender

a. Bartender

Bartenders are individuals who have skills in mixing and serving drinks, as well as interacting with customers to create an enjoyable experience in a service venue.[18] Bartenders play an important role in creating a positive customer experience through personal interaction and the provision of quality service.[19]

In addition, a bartender is someone who is in charge of mixing and serving drinks to guests in the bar area or pouring drinks for customers sitting at bar tables. A bartender is a person who specializes in drinks or a person who works in a bar and is an expert in mixing drinks.[20]

A professional who is skilled in mixing and serving drinks to customers, maintaining good personal interactions, and is responsible for quality service in a bar environment or other entertainment venue.

b. Bartender Role

The main function of a bartender is to mix and serve drinks to guests in the bar area or pour drinks for customers sitting at bar tables served by waiters. Bartenders are not only responsible for mixing and serving drinks but also play an important role in shaping the social interaction and atmosphere in the service venue.[21] In addition, the following are some of the roles of a bartender:

1. Mixing Drinks

Bartenders are responsible for mixing and serving alcoholic and non-alcoholic drinks to customers.[22]

2. Ensuring Service Quality

Bartenders must ensure that the service provided to customers is fast, efficient, and compliant with hygiene standards.[23]

3. Building Relationships with Customers

Bartenders have a role in building good relationships with customers through friendly and professional personal interactions.[16]

4. Stock and Inventory Management

Bartenders are also responsible for managing the stock of drinks and other ingredients at the bar.[23]

c. Bartender Characteristics

Being a professional bartender must, of course, have characteristics. The following are the requirements of a professional bartender:[22]

1. Have a friendly personality.

Bartenders who are friendly to guests who visit the bar create a comfortable atmosphere, and bartenders are able to start good conversations.

2. Confident

Bartenders are *direct to guests*. Therefore, a bartender must be confident and provide good service to customers.

3. Good communication skills

The ability to communicate well is very important to become a bartender by building friendly and positive communication so that a comfortable atmosphere is created. Communicating well is not only about being good at stringing words together but also being a good listener.

4. Ability to understand and master beverages

Bartenders are able to understand and master drinks that are mixed according to standard recipes and are able to create new drink recipes.

5. Have high curiosity

The key to curiosity is to always be open to learning and to find out more by asking experienced bartenders or by sharing experiences.

d. Bartender's Role in Creating Consumer Experience

The role of the bartender in creating the consumer experience is significant. In every interaction, bartenders continually strive to meet and exceed customer expectations with expertise, friendliness, responsiveness, and attention to detail, therefore as beverage experts, bartenders have an important role in creating a positive experience for guests.[24] Good communication skills, friendliness, as well as in-depth knowledge of drinks not only ensure quality service but also add value to the overall guest experience at the bar.[22]

Service quality, including elements such as friendliness and communication skills, strongly influences customer satisfaction and intention to return. Good service quality includes various aspects, such as responsiveness to customer needs, ability to remedy problems, and adequate knowledge of the products offered. All of these contribute directly or indirectly to consumer behavior to return to use the same service in the future. [22]

As such, the characteristics and role of the bartender are highly pending for the consumer experience. Bars and restaurants that pay more attention to the characteristics and roles of their bartenders can more easily create a satisfying consumer experience, which ultimately has a positive impact on customer loyalty and long-term business success.

III. RESEARCH METHOD

A) Research Types and Methods

This research uses a type of qualitative research with a descriptive approach. The descriptive qualitative method was chosen to understand and describe the phenomenon in depth based on the participants' perspectives. This method allows researchers to explore and explain the role of bartenders in creating consumer experiences through the collection of rich and detailed qualitative data from interviews, observations, and other data sources. This approach is in line with the research objectives, which aim to gain a comprehensive understanding of the dynamics of interactions and factors that influence the consumer experience.[25]

B) Location and Time of Research

This research was conducted at Roots Resto & Lounge which is located at Jl. Gudang Selatan No. 22, Merdeka, Sumur Bandung District, Bandung City, West Java 40113. The selection of this location was based on considerations of convenience, accessibility, and a conducive atmosphere to support the smooth implementation of the research. The research time was chosen to adjust to the availability of participants and the optimal conditions of the research environment.

C) Data Source

The data sources in this study were obtained through interviews with bartenders and visitors at Roots Resto & Lounge, which included 1 Bartender and 5 Roots Resto & Lounge consumers. Bartenders were chosen as the main informants because they have a central role in creating the consumer experience the title of this research. An interview is a meeting between two individuals to exchange information and ideas through a question and answer session, with the aim of building understanding on a particular topic.[26] Interviews were conducted in person using a consumer experience interview guide with indicators including service quality, interaction with consumers, physical environment, previous consumer experience, and word of mouth. Interview guidelines for the role of bartenders with indicators including skills in mixing drinks, knowledge of drinks, stock and inventory management, and creativity in creating drink recipes. Through these interviews, it is hoped that rich and detailed insights can be obtained to support the analysis of the role of bartenders in creating consumer experiences.

D) Data Analysis Technique

The data analysis technique in this study uses the thematic analysis method. Thematic analysis helps identify, organize, and report the main patterns or themes that emerge from participants' narratives. This technique allows researchers to explore the meaning contained in the interview data and connect it to the research questions systematically.[27]

IV. RESULTS AND DISCUSSION

A) Results

This research aims to understand the role of bartenders in creating a consumer experience at Roots Resto & Lounge. Through in-depth interviews with bartenders, it was revealed that service quality plays an important role in the consumer experience. This is in line with the theory of service quality developed by Parasuraman, Zeithaml, and Berry, which emphasizes that the consumer experience is strongly influenced by how the service is delivered, how responsive and empathetic the server is in addressing consumer needs, as well as how the physical aspects of the service are.[28] In addition, responsive and prompt service is highly valued by customers. Bartenders ensure customer satisfaction by always asking about their experience and offering solutions in case of complaints. As revealed by the bartender during the interview, the way to ensure each consumer receives responsive and prompt service when ordering drinks at the bar is to always ask the guest and ensure that the guest is satisfied with the service provided. Positive interactions are also emphasized, where bartenders maintain the safety and comfort of consumers through good communication and a friendly attitude. The positive interaction between bartenders and consumers, which involves good communication and a friendly attitude, can be attributed to Social Interaction Theory. One important aspect of this theory is how interpersonal interactions affect consumer experience and satisfaction. Research shows that positive interactions and effective communication between service staff and consumers can improve perceptions of service quality and affect overall consumer satisfaction.[29]

Based on the results of an interview with one of Roots Resto & Lounge's consumers, the physical environment of the bar is a significant factor in shaping the consumer experience. This can be explained by the Service Atmosphere Theory developed by Bitner. According to this theory, the physical elements of a service, such as interior design, layout, lighting, sound, and aroma, can influence consumers' perceptions and their overall experience. A well-designed physical environment can create a pleasant atmosphere and increase consumer satisfaction.[30] The interviews mentioned that the cleanliness of the work area and bar environment is well maintained during operating hours, ensuring that garbage is disposed of properly and the bar station is wiped down regularly. Lighting and music are carefully selected to create the desired atmosphere, whether it is intimate and relaxing with dim lighting and slow rhythmic music or dynamic and energetic with bright lighting and fast rhythmic music. The physical environment can directly influence consumers' perceptions of the service provided. Attractive interior design, comfortable tables and chairs, and decorations that add visual appeal can make consumers feel at home and satisfied. The use of technology, such as digital ordering systems and smart lighting, can also improve service convenience and efficiency, creating a better consumer experience and supporting loyalty and a positive reputation for the bar.[14]

The experiences of customers who have visited Roots Resto & Lounge are used as evaluation materials to improve and enhance the quality of restaurant services. Bartenders actively ask guests about their previous experiences and try to understand what keeps them coming back. This is in line with the consumer experience theory. This theory states that understanding and managing customer experience is the key to creating loyalty and sustainable satisfaction.[31] To deal with consumers who have had negative experiences in the past, bartenders rebuild trust by listening to their stories and providing better service. Consumers' past experiences can influence their future expectations, and consumer feedback can be used to improve services.

By understanding previous experiences, bartenders can tailor their approach to meet consumer expectations, ensuring each visit is more satisfying and encouraging long-term loyalty. [16]

Word of Mouth (WOM) was identified as a strong and effective marketing strategy at Roots Resto & Lounge. This is in line with marketing communication theory. This theory emphasizes that WOM is one of the most trusted forms of marketing communication because it comes from consumers' personal experiences, which are considered more credible than formal advertisements or promotions. WOM can significantly influence consumer purchasing decisions and strengthen brand reputation.[32] According to the interview results, bartenders strive to provide exceptional service and build positive relationships with consumers to encourage positive WOM. Recommendations from trusted people have a huge impact on consumer purchasing decisions, making WOM a highly influential marketing tool. Therefore, by ensuring every consumer feels valued and satisfied, bartenders can harness the power of WOM to attract more new customers and retain existing ones. WOM is becoming an important element in bar marketing strategies, given its high trustworthiness and its potential to expand market reach without major costs. [17]

The bartenders' skills in mixing drinks and creativity in creating new recipes are the main focus at Roots Resto & Lounge. The bartenders there continue to develop their skills by following drink trends, learning new methods, and innovating with existing ingredients. Bartender skills and creativity can increase consumer appeal and satisfaction. This is in line with the service skills theory, which emphasizes the importance of interpersonal and technical skills in providing quality service. Technical skills include the bartender's ability to mix drinks and attractively present them, while interpersonal skills involve the ability to interact with customers effectively and pleasantly.[33] In addition, creativity in service theory also highlights how creativity in service delivery can create unique experiences for consumers and increase their satisfaction. The creativity of bartenders in creating new drinks or giving a unique twist to the service can make the experience more interesting and memorable for consumers.[34] By updating their knowledge of the latest drink trends and experimenting with new recipes, bartenders can provide more interesting services and cater to consumers' diverse tastes. These innovations not only enrich the menu but also create a unique experience for consumers, making them more likely to return and recommend the bar to others.

Overall, this study shows that bartenders play a key role in creating a positive consumer experience at Roots Resto & Lounge. Quality service, good interactions, a comfortable physical environment, and utilization of previous consumer experiences all contribute to consumer satisfaction and loyalty. Bartenders also rely on effective word-of-mouth (WOM) strategies to attract new customers through recommendations from satisfied consumers. In addition, the bartenders' skill and creativity in mixing drinks and creating new recipes add to the bar's appeal, ensuring every visit is a unique and enjoyable experience.

Based on the results of interviews with customers regarding the role of bartenders in creating consumer experience, it can be concluded that the service quality indicators show several important aspects. First, the speed of bartender service is very satisfactory, with an average service time of 2-3 minutes. This shows the efficiency and ability of bartenders to handle orders quickly, which has a positive impact on the customer experience. Bartenders who can serve orders quickly and accurately help increase customer satisfaction and strengthen their loyalty to the venue.[35] Secondly, the bartender's delivery of the order generally always matches what the customer ordered, although occasionally, errors occur when the bar is crowded. This indicates a high level of accuracy, but there is a need for improvement in order management during busy conditions. Thirdly, the way bartenders greet customers is also very good, with smiles, eye contact, greeting guests, and asking what they need. These warm and friendly interactions create a pleasant atmosphere for customers. Lastly, the bartender also provides drink recommendations that suit the customer's taste, which shows that selling suggestions at Roots is done well. Overall, the quality of service provided by bartenders plays an important role in creating a positive consumer experience at the bar. This is in line with the principles in the tourism business, where visitors must be managed well to ensure a high level of satisfaction. Similar positive experiences provided by hotel staff, tour guides, or other service personnel are critical to maintaining customer satisfaction. Responsive and empathetic service, as demonstrated by the bartenders in this study, can also increase customer loyalty.[36]

The interview results also showed that bartenders tend to actively interact with consumers, although the intensity decreases when the counter bar is crowded, which shows the bartenders' adjustment to the situation. Bartenders also listen well to customers' feedback and questions and try to improve their service. Most consumers were satisfied with this interaction. This follows the Servqual theory by Parasuraman, Zeithaml, and Berry, which emphasizes the dimensions of responsiveness and empathy in service quality. Responsiveness is shown through the readiness of bartenders to interact and respond to consumer needs, while empathy is seen in their ability to listen and understand consumer input and questions.[37] As well as the Customer Experience Management (CEM) theory by Schmitt, which emphasizes the importance of positive emotional experiences through personal and meaningful interactions.[38] Thus, the role of bartenders in creating consumer experiences is very important to increase customer satisfaction and loyalty.

The interview results show that cleanliness, lighting, interior design, ambience, and facilities at the bar play an important role in the consumer experience. Good hygiene and convenient facilities, such as clean and well-equipped restrooms, increase customer satisfaction. The importance of cleanliness in services such as varied lighting and unique interior design creates an atmosphere that suits the activity.[38] These factors, as in the homestay industry, contribute to reputation and long-term sustainability, reflecting the importance of service excellence in creating a positive and sustainable experience.[39]

Interview results showed that bartenders paid sufficient attention to consumers' needs by asking about their preferences and recommending appropriate drinks, reflecting the importance of personal interaction in creating customer value. The quality of the drinks was judged on appearance and taste, with the majority of consumers feeling that the drinks they ordered met their expectations. The value perceived by consumers was also considered to be worth the cost, indicating a balance between price and service quality. The importance of reliability, responsiveness, and assurance in creating customer value.[40] In addition, consumers' perception of value is the balance between perceived benefits and sacrifices made, both in terms of price and quality of service received.[41] The essence of culinary products is food and beverages that can fulfill people's basic needs or tastes, where customers perceive quality not only from the product itself but also from the way of delivery, service, and physical attributes they encounter when enjoying culinary products.[39] Thus, bartenders' attention to consumers' needs, drink quality, and perceived good value contribute significantly to consumers' positive experiences at the bar.

The results of the interviews show that consumers' experiences at Roots Bar Bandung vary depending on the quality of drinks, ambience, and service received. Factors that keep consumers coming back include a suitable atmosphere, good cocktails, affordable prices, and a relaxing place. In addition, special offers every time they visit provide added value for consumers. This finding is in accordance with the Expectation-Confirmation Theory (ECT), which states that customer satisfaction is influenced by the comparison between initial expectations and perceived performance.[42] Consistent service and product quality improvements and special offers meet or even exceed consumer expectations, which are important in creating positive experiences and customer loyalty. Unique and personalized experiences, such as a comfortable atmosphere and adequate service, are key to differentiating a business in a competitive market and retaining loyal customers.[43] Thus, the quality of service, ambience, and special offers at Roots Bar Bandung contribute significantly to positive experiences and consumers' decisions to return.

The interview results show that Word of Mouth (WOM) has a significant influence on consumer decisions to visit Roots Resto & Lounge. All respondents agreed that WOM can attract new visitors, especially if they are satisfied with their experience. In addition, three out of five visitors stated that they often follow other people's recommendations, and they would recommend this place if the quality of drinks and service is satisfactory. Social Influence theory states that individuals are often influenced by the opinions and recommendations of others when making decisions.[44] WOM is also by Customer Satisfaction theory, which suggests that satisfied customers tend to share their positive experiences, which can then influence other potential customers.[45] High satisfaction can encourage customers to return and recommend the place to others. Besides, the quality of the gastronomic experience is not only determined by the taste of the food but also by the texture, temperature, and appearance of the food.[46] This suggests that customer satisfaction and positive recommendations play an important role in attracting and retaining customers in the restaurant industry. Thus, ensuring high beverage and service quality at Roots Resto & Lounge not only increases customer satisfaction but also amplifies the positive effects of WOM, which can ultimately increase the number of visits and customer loyalty.

IV. CONCLUSION

This study aims to understand the role of bartenders in creating a consumer experience at Roots Resto & Lounge. Consumer experience is strongly influenced by how the service is delivered, how responsive and empathetic the server is in addressing consumer needs, and how the physical aspects of the service are. Based on the interview results, the physical environment of the bar is a significant factor in shaping the consumer experience. Understanding and managing the consumer experience is key to creating loyalty and sustainable satisfaction. Word of Mouth (WOM) was identified as one of the strong and effective marketing strategies at Roots Resto & Lounge. The bartenders there are constantly developing their skills by following drink trends, learning new methods, and innovating with existing ingredients. The importance of interpersonal and technical skills in providing quality service. Quality service, good interactions, a comfortable physical environment, and utilization of previous consumer experiences all contribute to consumer satisfaction and loyalty. Bartenders also rely on effective word-of-mouth (WOM) strategies to attract new customers through recommendations from satisfied consumers. The bartender's skill in mixing drinks and creativity in creating new recipes are the main focus in creating a unique experience for consumers. Overall, bartenders play a key role in creating a positive consumer experience at this bar, with quality service, positive interactions, a comfortable physical environment, WOM strategies, and bartenders' creative skills creating the customer experience. To further enhance the customer experience, this bar may consider introducing a seasonal drink menu to add variety and attract customers. In addition, holding training sessions for bartenders regularly can help improve their skills

and keep service standards high. Direct interaction between bartenders and customers can also be improved, for example, by holding Q&A sessions or live demonstrations of drink making. The bar can also increase exposure through collaborations with culinary influencers, as well as focus on creative and aesthetically pleasing visual presentation of drinks. Implementing proactive feedback systems, such as customer surveys or suggestion boxes, can help bars better understand customer preferences and expectations, ultimately improving service quality. And for future research, the scope of the study should be expanded to include various types of bars or lounges with different characteristics such as themed bars, five-star hotel bars, and stand-alone bars. Using quantitative research methods such as surveys with larger samples and can help in measuring customer satisfaction more objectively and finding statistical relationships between service quality and customer loyalty.

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